QUARTERLY MARKET REVIEW

MARCH 2009

BRITISH COLUMBIA
The Best Place on Earth

LIQUOR DISTRIBUTION BRANCH

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Introduction

The Liquor Distribution Branch produces the Quarterly Market Review (QMR) four times per year for reporting periods ending in March, June, September, and December.

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST).

For each reporting period, the QMR provides annualized sales data for five years and sales for the most recent quarter. The percentage change in sales is shown for the most recent 12 month period and the most recent quarter compared to the same time periods in the previous year. In addition, the QMR shows the percentage of sales that were made to licensed establishments where liquor is consumed on-premise (e.g. bars, restaurants etc.).

The Quarterly Market Review was revised for the March 2008 edition and this impacts the comparability with previous editions. The source of data used to produce the QMR from March 2008 forward was changed resulting in small differences in historical sales comparability. More significantly, the definition of dollar sales value was changed to exclude sales taxes (PST, GST) which, as of March 2008, were 10% and 5% respectively. The change to retail dollar sales reporting was made to make QMR sales data more consistent with sales reported in other LDB publications such as the Annual Report.

While every effort has been made to ensure accuracy and completeness of our figures, this is not guaranteed. It is the express condition of the use of this publication that the Liquor Distribution Branch shall incur no liability.

HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

All figures in this section compare the current quarter to the same quarter in the previous year.

BEER- DOMESTIC	% Change
BREWERIES WITH ANNUAL PRODUCTION OVER 100,000HL - DRAFT	-7.60%
BREWERIES WITH ANNUAL PRODUCTION OVER 100,000HL - PACKAGED	-6.56%
BREWERIES WITH ANNUAL PRODUCTION UP TO 100,000HL - DRAFT	2.67%
BREWERIES WITH ANNUAL PRODUCTION UP TO 100,000HL - PACKAGED	6.06%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	5.73%
MEXICO	-11.15%
NETHERLANDS	-12.56%
BELGIUM	-2.42%
IRELAND	1.43%
GERMANY	9.51%

CIDER - DOMESTIC	% Change
CIDER	-17.52%

CIDER - IMPORTED	% Change
CIDER	27.05%

COOLERS - DOMESTIC	% Change
WINE	-17.70%
SPIRIT	-10.72%
BEER	-81.17%

COOLERS - IMPORTED	% Change
WINE	-5.30%
SPIRIT	-10.12%
BEER	-44.75%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-4.10%
VODKA	5.69%
RUM	1.07%
LIQUEURS	-7.44%
GIN	-0.80%
BRANDY	-11.34%

SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	-6.03%
VODKA	2.27%
RUM	0.67%
LIQUEURS	-15.06%
GIN	-7.71%
BRANDY	-4.44%

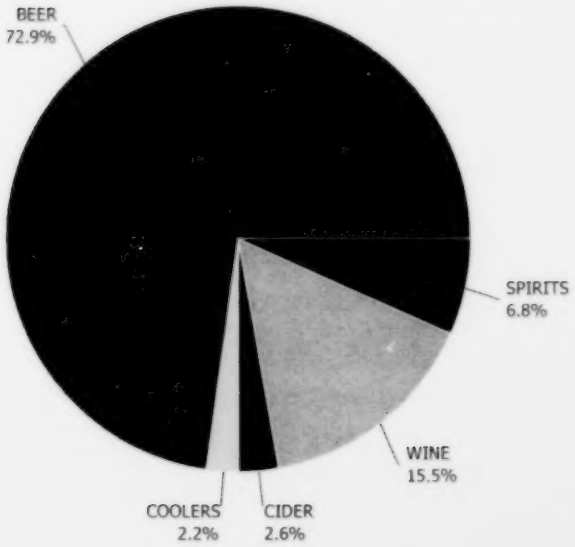
WINE - DOMESTIC	% Change
TABLE WINE RED	-0.89%
TABLE WINE ROSE	2.62%
TABLE WINE WHITE	-3.26%
SPARKLING WINE	-30.59%
APERITIF, DESSERT AND FORTIFIED WINE	-12.32%

WINE - IMPORTED	% Change
TABLE WINE RED	-6.98%
TABLE WINE ROSE	-7.23%
TABLE WINE WHITE	-5.78%
SPARKLING WINE	-26.04%
APERITIF, DESSERT AND FORTIFIED WINE	-7.05%

Total Market Share

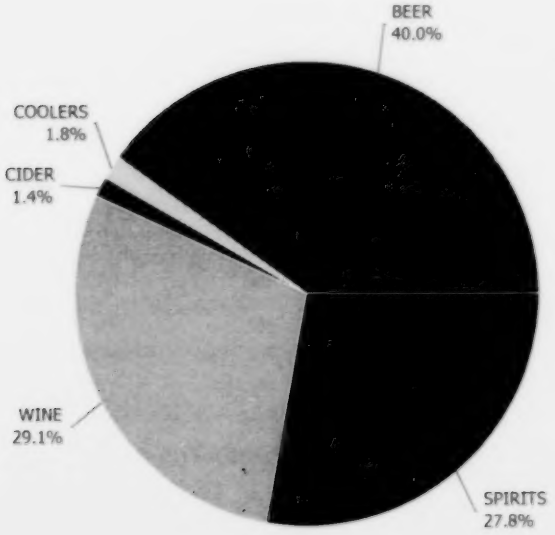
Total Market Share

Current Quarter by Volume (Litres)

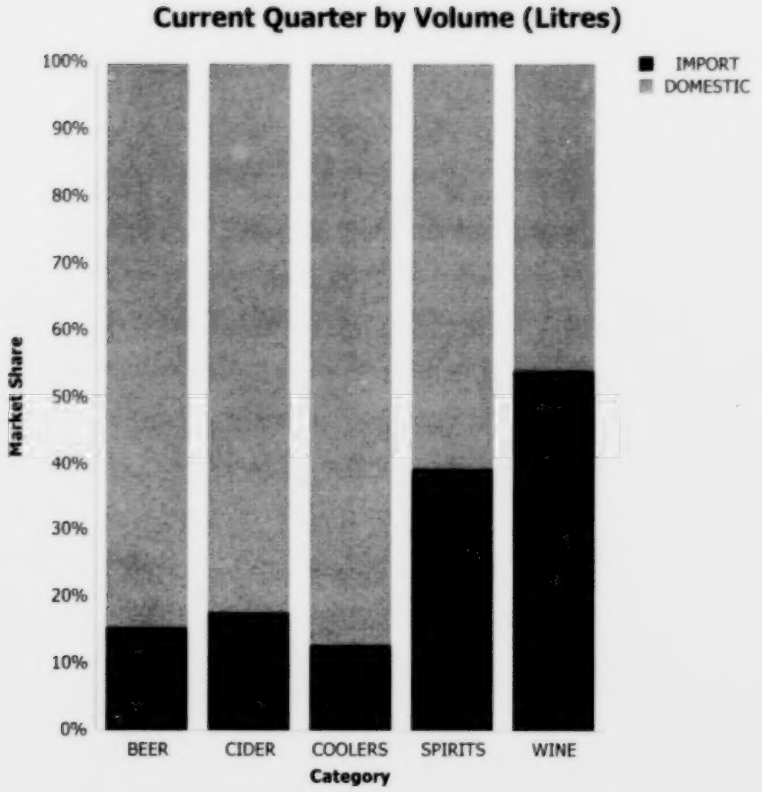


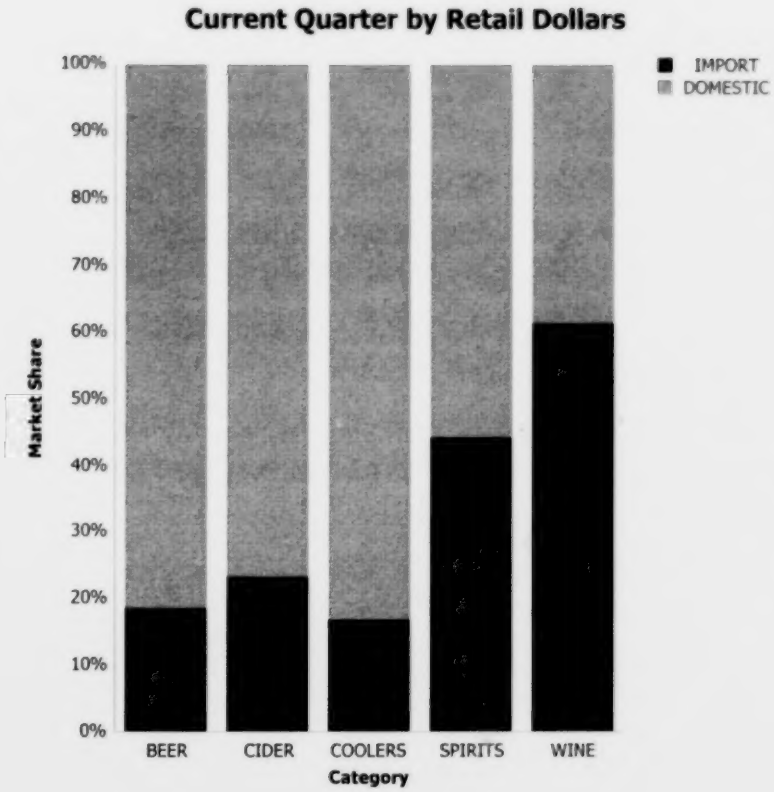
Total Market Share

Current Quarter by Retail Dollars



Domestic-Import Share by Category





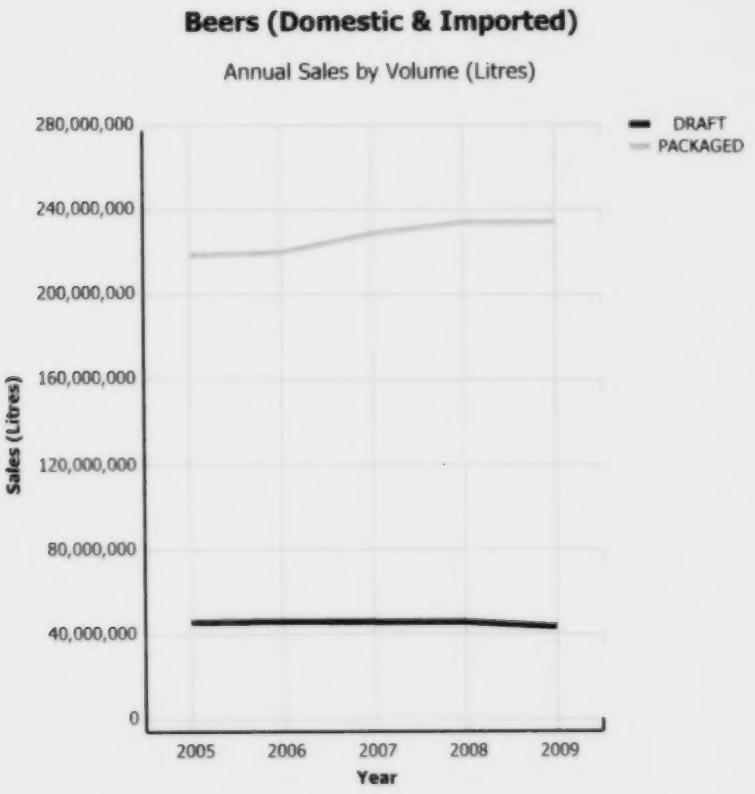
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

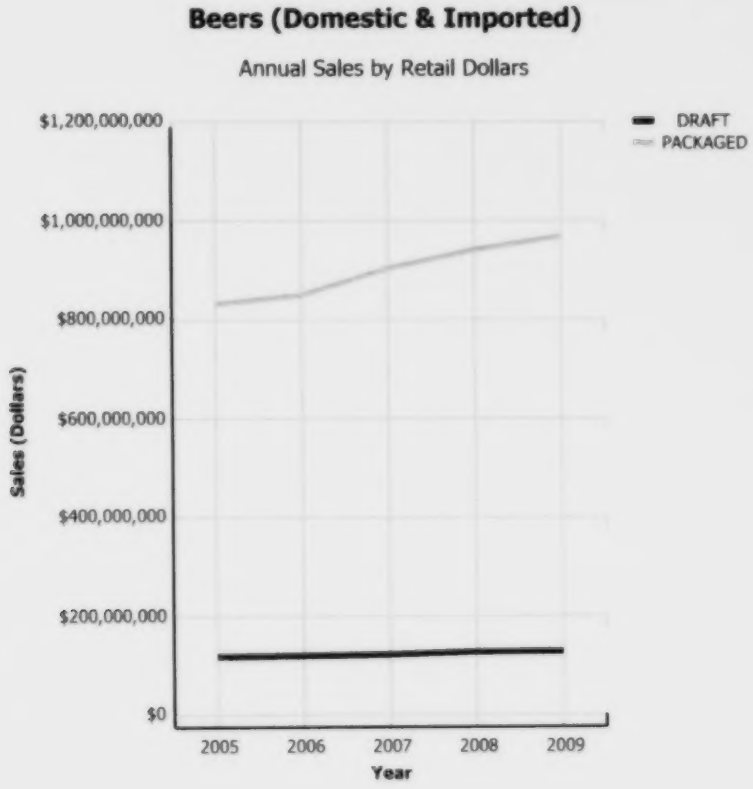
		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BEER	DOMESTIC	238,790,456	238,337,571	241,298,774	241,374,435	236,387,034	47,173,530	-8.42%	-2.07%	24.83%
	IMPORT	31,270,344	33,396,705	39,036,994	43,962,139	46,710,400	8,655,232	-6.41%	6.25%	22.83%
	BEER	**270,060,801**	**271,734,276**	**280,335,768**	**285,336,574**	**283,097,434**	**55,828,762**	**-8.12%**	**-0.78%**	**24.50%**
COOLERS AND CIDERS	DOMESTIC	18,639,727	18,364,298	19,250,758	19,419,734	19,724,757	3,113,426	-7.54%	1.57%	10.01%
	IMPORT	1,583,654	1,483,042	1,996,409	2,654,160	3,425,842	571,746	10.23%	29.07%	18.82%
	COOLERS AND CIDERS	**20,223,382**	**19,847,340**	**21,247,167**	**22,073,894**	**23,150,599**	**3,685,172**	**-5.17%**	**4.88%**	**11.31%**
SPIRITS	DOMESTIC	14,056,389	14,409,256	14,700,993	15,053,759	15,090,333	3,166,892	-1.32%	0.24%	12.03%
	IMPORT	8,280,297	8,883,532	9,636,101	10,274,644	10,648,815	2,044,610	-7.09%	3.64%	17.05%
	SPIRITS	**22,336,686**	**23,292,788**	**24,337,094**	**25,328,403**	**25,739,148**	**5,211,502**	**-3.67%**	**1.62%**	**14.11%**
WINE	DOMESTIC	22,041,406	23,901,507	25,085,871	26,382,308	27,392,706	5,457,147	-3.23%	3.83%	17.09%
	IMPORT	22,899,194	24,533,834	26,773,539	29,244,386	29,912,591	6,395,904	-5.71%	2.28%	14.05%
	WINE	**44,940,600**	**48,435,341**	**51,859,410**	**55,626,694**	**57,305,297**	**11,853,051**	**-4.59%**	**3.02%**	**15.50%**
TOTAL LIQUOR MARKET		**357,561,468**	**363,309,744**	**377,779,439**	**388,365,565**	**389,292,477**	**76,578,487**	**-7.15%**	**0.24%**	**21.70%**

TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000's)

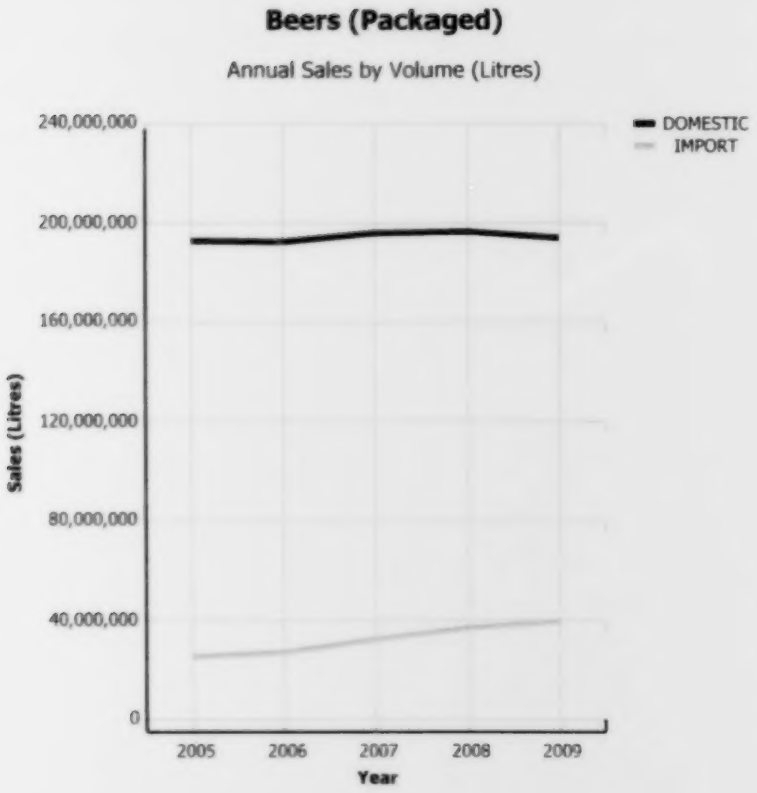
		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BEER	DOMESTIC	$833,865	$842,359	$871,436	$891,388	$901,104	$180,247	-5.54%	1.09%	21.11%
	IMPORT	$139,273	$150,409	$177,058	$199,835	$218,207	$41,044	-3.87%	9.19%	22.70%
	BEER	**$973,137**	**$992,768**	**$1,048,494**	**$1,091,223**	**$1,119,311**	**$221,291**	**-5.23%**	**2.57%**	**21.42%**
COOLERS AND CIDERS	DOMESTIC	$87,620	$85,959	$91,181	$93,704	$94,008	$13,893	-14.02%	0.32%	10.69%
	IMPORT	$10,864	$10,074	$12,509	$16,586	$20,530	$3,409	6.89%	23.78%	15.56%
	COOLERS AND CIDERS	**$98,485**	**$96,033**	**$103,690**	**$110,290**	**$114,537**	**$17,302**	**-10.57%**	**3.85%**	**11.56%**
SPIRITS	DOMESTIC	$339,060	$350,582	$369,424	$392,156	$408,445	$85,632	0.27%	4.15%	11.65%
	IMPORT	$248,245	$269,728	$298,791	$330,227	$351,818	$67,834	-5.28%	6.54%	17.84%
	SPIRITS	**$587,306**	**$620,310**	**$668,214**	**$722,383**	**$760,263**	**$153,466**	**-2.26%**	**5.24%**	**14.52%**
WINE	DOMESTIC	$239,308	$267,621	$294,860	$322,544	$340,296	$62,233	-3.75%	5.50%	17.80%
	IMPORT	$323,999	$356,403	$403,216	$458,685	$478,056	$98,659	-7.73%	4.22%	17.10%
	WINE	**$563,307**	**$624,024**	**$698,076**	**$781,229**	**$818,352**	**$160,892**	**-6.23%**	**4.75%**	**17.39%**
TOTAL LIQUOR MARKET		**$2,222,235**	**$2,333,135**	**$2,518,474**	**$2,705,126**	**$2,812,463**	**$552,952**	**-4.90%**	**3.97%**	**17.98%**

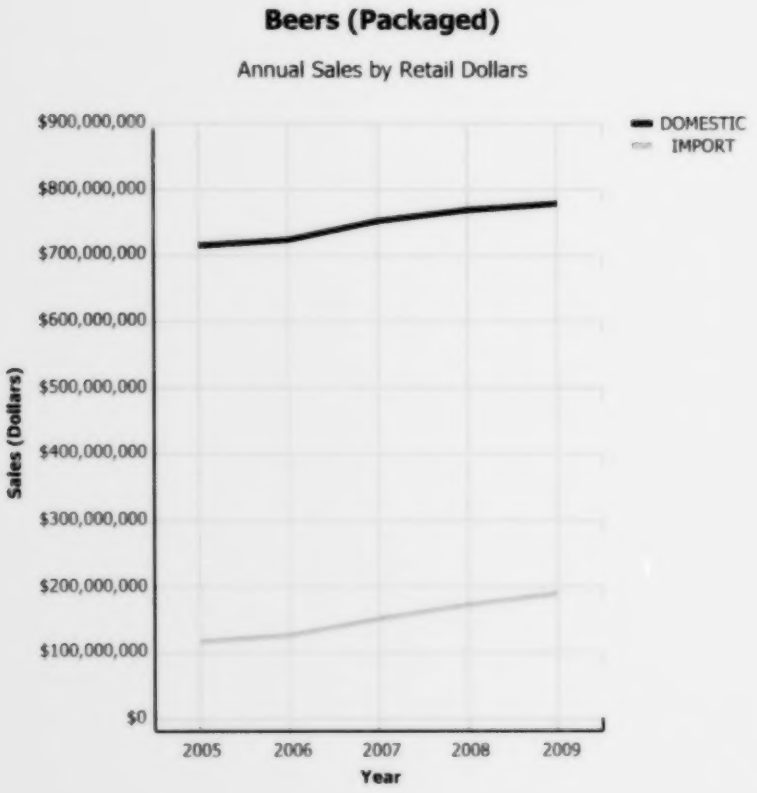
Beer Market - Packaged vs Draft (Domestic & Imported)





Beer Market - Domestic vs Import (Packaged)

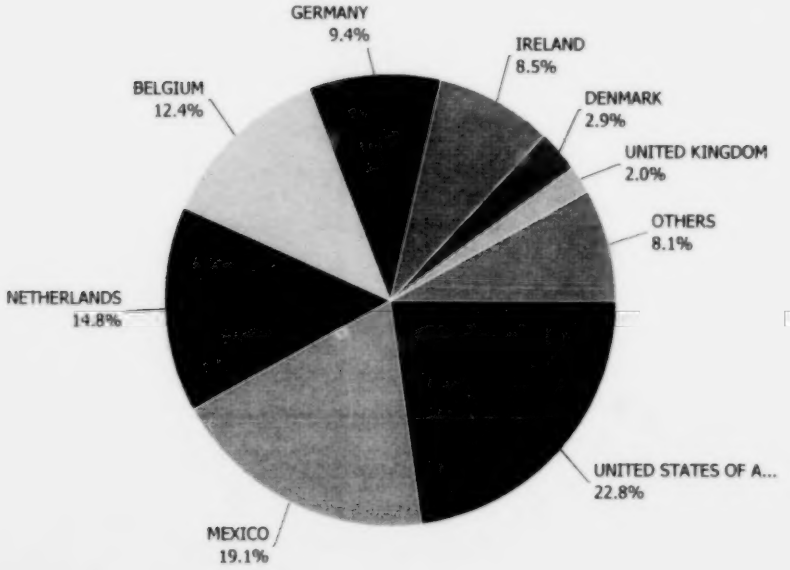




Beer Market - Import Beer

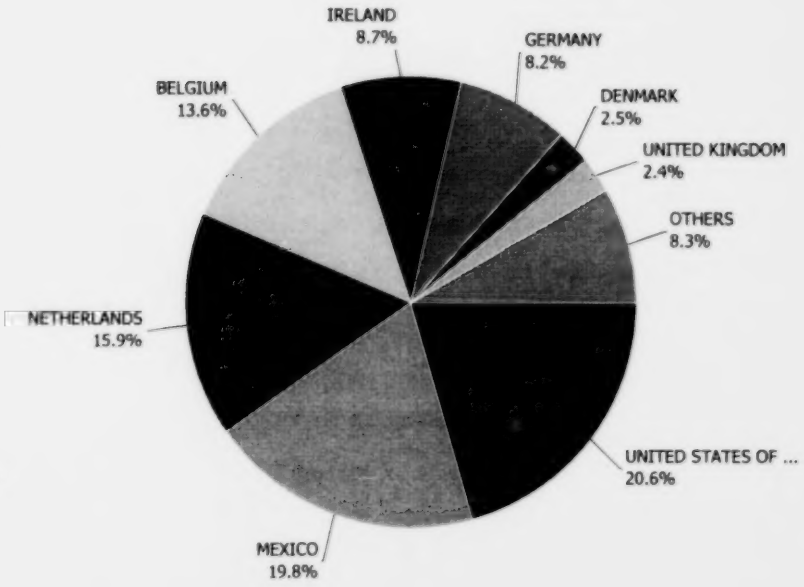
Import Beer Market Share

Current Quarter by Volume (Litres)



Import Beer Market Share

Current Quarter by Retail Dollars



DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
Breweries with Annual Production Over 100,000HL	DRAFT	36,115,229	36,357,984	34,996,761	33,660,282	31,100,372	7,327,347	-12.19%	-7.61%	99.04%
	PACKAGED	182,343,154	182,026,566	184,046,816	182,574,336	179,018,662	34,285,156	-8.83%	-1.95%	9.94%
	TOTAL	**218,458,383**	**218,384,550**	**219,043,577**	**216,234,617**	**210,119,034**	**41,612,503**	**-9.44%**	**-2.83%**	**23.13%**
Breweries with Annual Production up to 100,000HL	DRAFT	8,687,477	8,500,654	9,271,294	10,114,881	10,187,075	2,243,775	-4.59%	0.71%	94.03%
	PACKAGED	11,644,595	11,452,367	12,983,902	15,024,936	16,080,434	3,316,761	3.28%	7.02%	3.15%
	TOTAL	**20,332,073**	**19,953,021**	**22,255,197**	**25,139,817**	**26,267,509**	**5,560,536**	**-0.05%**	**4.49%**	**38.40%**
DOMESTIC DRAFT - TOTAL		44,802,706	44,858,638	44,268,055	43,775,163	41,287,447	9,571,122	-10.52%	-5.68%	97.80%
DOMESTIC PACKAGED - TOTAL		193,987,750	193,478,933	197,030,720	197,599,272	195,099,587	37,602,407	-7.87%	-1.27%	9.38%
DOMESTIC BEER - TOTAL		**238,790,456**	**238,337,571**	**241,298,774**	**241,374,435**	**236,387,034**	**47,173,530**	**-8.42%**	**-2.07%**	**24.83%**

DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
Breweries with Annual Production Over 100,000HL	DRAFT	$91,824	$92,223	$90,228	$89,723	$87,290	$20,984	-7.60%	-2.71%	99.04%
	PACKAGED	$676,988	$685,550	$707,261	$715,660	$719,114	$139,263	-6.56%	0.48%	10.04%
	TOTAL	**$768,812**	**$777,773**	**$797,489**	**$805,383**	**$806,404**	**$160,247**	**-6.70%**	**0.13%**	**19.67%**
Breweries with Annual Production up to 100,000HL	DRAFT	$22,490	$22,173	$24,931	$28,645	$31,141	$6,878	2.71%	8.71%	94.10%
	PACKAGED	$42,563	$42,414	$49,016	$57,360	$63,556	$13,119	6.06%	10.80%	3.70%
	TOTAL	**$65,053**	**$64,587**	**$73,947**	**$86,005**	**$94,697**	**$19,997**	**4.88%**	**10.11%**	**33.42%**
DOMESTIC DRAFT - TOTAL		$114,314	$114,395	$115,159	$118,368	$118,431	$27,862	-5.25%	0.05%	97.74%
DOMESTIC PACKAGED - TOTAL		$719,551	$727,964	$756,277	$773,020	$782,673	$152,385	-5.59%	1.25%	9.52%
DOMESTIC BEER - TOTAL		**$833,865**	**$842,359**	**$871,436**	**$891,388**	**$901,104**	**$180,247**	**-5.54%**	**1.09%**	**21.11%**

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ARGENTINA	PACKAGED	0	23,471	79,895	90,248	15,238	28	-99.88%	-83.11%	6.41%
	ARGENTINA - Total	**0**	**23,471**	**79,895**	**90,248**	**15,238**	**28**	**-99.88%**	**-83.11%**	**6.41%**
AUSTRALIA	PACKAGED	109,043	129,834	140,016	129,022	57,661	11,822	-57.73%	-55.31%	18.84%
	AUSTRALIA - Total	**109,043**	**129,834**	**140,016**	**129,022**	**57,661**	**11,822**	**-57.73%**	**-55.31%**	**18.84%**
AUSTRIA	PACKAGED	11,435	14,210	11,972	6,020	26,793	8,212	4,778.38%	345.03%	20.60%
	AUSTRIA - Total	**11,435**	**14,210**	**11,972**	**6,020**	**26,793**	**8,212**	**4,778.38%**	**345.03%**	**20.60%**
BELGIUM	DRAFT	606,600	787,520	991,950	1,191,840	1,250,400	281,140	-4.24%	4.91%	99.58%
	PACKAGED	2,129,077	2,942,024	3,744,127	4,120,149	4,549,198	790,416	-9.05%	10.41%	18.19%
	BELGIUM - Total	**2,735,677**	**3,729,544**	**4,736,077**	**5,311,989**	**5,799,598**	**1,071,556**	**-7.83%**	**9.18%**	**35.74%**
BRAZIL	PACKAGED	1,074,700	879,580	1,448,690	1,181,435	880,745	102,514	-43.65%	-25.45%	9.77%
	BRAZIL - Total	**1,074,700**	**879,580**	**1,448,690**	**1,181,435**	**880,745**	**102,514**	**-43.65%**	**-25.45%**	**9.77%**
CHINA	PACKAGED	228,241	238,444	254,920	260,534	286,921	64,153	-3.84%	10.13%	45.96%
	CHINA - Total	**228,241**	**238,444**	**254,920**	**260,534**	**286,921**	**64,153**	**-3.84%**	**10.13%**	**45.96%**
CROATIA	PACKAGED	3,611	3,276	1,941	0	30,374	9,708	n/a	n/a	0.76%
	CROATIA - Total	**3,611**	**3,276**	**1,941**	**0**	**30,374**	**9,708**	**n/a**	**n/a**	**0.76%**
CZECH REPUBLIC	DRAFT	0	0	0	0	967	967	n/a	n/a	93.94%
	PACKAGED	508,207	582,712	710,134	737,873	673,519	124,471	-19.78%	-8.72%	6.92%
	CZECH REPUBLIC - Total	**508,207**	**582,712**	**710,134**	**737,873**	**674,486**	**125,438**	**-19.78%**	**-8.72%**	**7.04%**
DENMARK	DRAFT	0	0	0	0	12,500	7,450	n/a	n/a	100.00%
	PACKAGED	497,380	712,153	781,015	986,335	1,182,242	241,266	0.75%	19.86%	1.48%
	DENMARK - Total	**497,380**	**712,153**	**781,015**	**986,335**	**1,194,742**	**248,716**	**0.75%**	**19.86%**	**2.51%**
EL SALVADOR	PACKAGED	0	211	0	0	0	0	n/a	n/a	0.00%
	EL SALVADOR - Total	**0**	**211**	**0**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
FIJI	PACKAGED	0	0	0	1	0	0	n/a	-100.00%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
FIJI	**FIJI - Total**	**0**	**0**	**0**	**1**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
FRANCE	DRAFT	24,250	27,100	44,850	62,150	55,150	11,050	-30.28%	-11 26%	99.73%
	PACKAGED	90,556	117,232	168,267	170,213	180,836	37,632	-0.16%	6.24%	15.12%
	FRANCE - Total	**114,806**	**144,332**	**213,117**	**232,363**	**235,986**	**48,682**	**-9.08%**	**1.56%**	**34.89%**
GERMANY	DRAFT	235,470	233,730	229,750	217,010	188,945	35,090	-16.75%	-12.93%	93.94%
	PACKAGED	2,428,773	2,471,747	2,687,150	3,025,951	3,460,022	781,212	13.44%	14.34%	5.10%
	GERMANY - Total	**2,664,243**	**2,705,477**	**2,916,900**	**3,242,961**	**3,648,967**	**816,302**	**11.70%**	**12.52%**	**9.70%**
GREECE	PACKAGED	6,505	6,777	8,038	8,461	8,354	1,331	-21.49%	-1.27%	88.47%
	GREECE - Total	**6,505**	**6,777**	**8,038**	**8,461**	**8,354**	**1,331**	**-21.49%**	**-1.27%**	**88.47%**
HONG KONG	PACKAGED	24	16	16	0	0	0	n/a	n/a	0.00%
	HONG KONG - Total	**24**	**16**	**16**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
INDIA	PACKAGED	43,141	52,817	63,266	61,636	59,446	10,666	-24.81%	-3.55%	81.91%
	INDIA - Total	**43,141**	**52,817**	**63,266**	**61,636**	**59,446**	**10,666**	**-24.81%**	**-3.55%**	**81.91%**
IRELAND	DRAFT	1,043,050	1,125,800	1,235,450	1,319,950	1,365,800	377,850	0.56%	3.47%	99.83%
	PACKAGED	939,958	1,037,923	1,136,648	1,223,053	1,287,048	357,386	-1.71%	5.23%	13.81%
	IRELAND - Total	**1,983,008**	**2,163,723**	**2,372,098**	**2,543,003**	**2,652,848**	**735,236**	**-0.56%**	**4.32%**	**58.10%**
ITALY	PACKAGED	32,589	43,337	79,175	102,746	121,287	28,444	66.61%	18.05%	34.63%
	ITALY - Total	**32,589**	**43,337**	**79,175**	**102,746**	**121,287**	**28,444**	**66.61%**	**18.05%**	**34.63%**
JAMAICA	PACKAGED	54,378	130,869	152,747	180,393	200,765	36,859	3.43%	11.29%	16.50%
	JAMAICA - Total	**54,378**	**130,869**	**152,747**	**180,393**	**200,765**	**36,859**	**3.43%**	**11.29%**	**16.50%**
JAPAN	PACKAGED	305,677	326,276	385,690	419,350	477,958	110,966	10.89%	13.98%	72.77%
	JAPAN - Total	**305,677**	**326,276**	**385,690**	**419,350**	**477,958**	**110,966**	**10.89%**	**13.98%**	**72.77%**
KENYA	PACKAGED	4,056	7,021	5,686	7,442	9,760	1,506	7.09%	31.15%	41.42%
	KENYA - Total	**4,056**	**7,021**	**5,686**	**7,442**	**9,760**	**1,506**	**7.09%**	**31.15%**	**41.42%**
KOREA - SOUTH	PACKAGED	0	19,969	17,367	15,458	11,978	2,422	-14.18%	-22.51%	63.19%
	KOREA - SOUTH - Total	**0**	**19,969**	**17,367**	**15,458**	**11,978**	**2,422**	**-14.18%**	**-22.51%**	**63.19%**

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
MEXICO	PACKAGED	8,129,869	8,347,800	9,527,507	11,060,895	11,465,552	1,655,797	-13.02%	3.66%	22.02%
	MEXICO - Total	**8,129,869**	**8,347,800**	**9,527,507**	**11,060,895**	**11,465,552**	**1,655,797**	**-13.02%**	**3.66%**	**22.02%**
MONTENEGRO	PACKAGED	1,481	2,954	3,138	2,783	2,018	492	9.80%	-27.47%	26.31%
	MONTENEGRO - Total	**1,481**	**2,954**	**3,138**	**2,783**	**2,018**	**492**	**9.80%**	**-27.47%**	**26.31%**
NETHERLANDS	DRAFT	177,350	285,200	371,300	404,800	481,870	108,910	7.94%	19.04%	99.66%
	PACKAGED	3,605,042	4,248,298	5,360,689	6,449,412	6,518,007	1,172,964	-16.52%	1.06%	17.65%
	NETHERLANDS - Total	**3,782,392**	**4,533,498**	**5,731,989**	**6,854,212**	**6,999,877**	**1,281,874**	**-14.88%**	**2.13%**	**23.30%**
NEW ZEALAND	PACKAGED	114,438	103,082	104,476	98,568	82,720	18,180	6.73%	-16.08%	4.56%
	NEW ZEALAND - Total	**114,438**	**103,082**	**104,476**	**98,568**	**82,720**	**18,180**	**6.73%**	**-16.08%**	**4.56%**
PHILIPPINES	PACKAGED	19,800	17,688	21,871	22,308	23,036	5,460	9.06%	3.26%	15.22%
	PHILIPPINES - Total	**19,800**	**17,688**	**21,871**	**22,308**	**23,036**	**5,460**	**9.06%**	**3.26%**	**15.22%**
POLAND	PACKAGED	61,582	68,389	69,680	106,865	100,087	18,140	-33.14%	-6.34%	4.27%
	POLAND - Total	**61,582**	**68,389**	**69,680**	**106,865**	**100,087**	**18,140**	**-33.14%**	**-6.34%**	**4.27%**
PORTUGAL	PACKAGED	0	20,109	12,369	1	0	0	n/a	-100.00%	0.00%
	PORTUGAL - Total	**0**	**20,109**	**12,369**	**1**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
RUSSIA (USSR)	PACKAGED	0	0	0	40,942	43,906	8,635	-38.38%	7.24%	2.27%
	RUSSIA (USSR) - Total	**0**	**0**	**0**	**40,942**	**43,906**	**8,635**	**-38.38%**	**7.24%**	**2.27%**
SINGAPORE	PACKAGED	61,183	83,606	82,851	71,285	67,623	13,811	-26.43%	-5.14%	36.48%
	SINGAPORE - Total	**61,183**	**83,606**	**82,851**	**71,285**	**67,623**	**13,811**	**-26.43%**	**-5.14%**	**36.48%**
SLOVAK REPUBLIC	PACKAGED	57,269	45,766	34,046	1,414	0	0	n/a	-100.00%	0.00%
	SLOVAK REPUBLIC - Total	**57,269**	**45,766**	**34,046**	**1,414**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
SLOVENIA	PACKAGED	0	41,988	48,260	35,266	31,408	6,664	-10.72%	-10.94%	2.35%

IMPORT BEER MARKET
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SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SLOVENIA	**SLOVENIA - Total**	**0**	**41,988**	**48,260**	**35,266**	**31,408**	**6,664**	**-10.72%**	**-10.94%**	**2.35%**
SOUTH AFRICA	PACKAGED	29,544	36,054	41,918	37,239	25,030	6,081	-22.43%	-32.79%	6.52%
	SOUTH AFRICA - Total	**29,544**	**36,054**	**41,918**	**37,239**	**25,030**	**6,081**	**-22.43%**	**-32.79%**	**6.52%**
SPAIN	PACKAGED	4,000	4,249	7,934	29,744	137,592	27,295	66.44%	362.58%	7.06%
	SPAIN - Total	**4,000**	**4,249**	**7,934**	**29,744**	**137,592**	**27,295**	**66.44%**	**362.58%**	**7.06%**
TAIWAN	PACKAGED	1,365	0	-26	0	0	0	n/a	n/a	0.00%
	TAIWAN - Total	**1,365**	**0**	**-26**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
THAILAND	PACKAGED	44,732	49,680	81,426	102,367	85,601	17,476	-11.39%	-16.38%	62.30%
	THAILAND - Total	**44,732**	**49,680**	**81,426**	**102,367**	**85,601**	**17,476**	**-11.39%**	**-16.38%**	**62.30%**
TRINIDAD AND TOBAGO	PACKAGED	15,916	24,119	24,412	22,502	20,655	3,530	-14.90%	-8.21%	14.02%
	TRINIDAD AND TOBAGO - Total	**15,916**	**24,119**	**24,412**	**22,502**	**20,655**	**3,530**	**-14.90%**	**-8.21%**	**14.02%**
TURKEY	PACKAGED	0	15,406	37,615	46,886	45,522	7,815	-30.26%	-2.91%	3.45%
	TURKEY - Total	**0**	**15,406**	**37,615**	**46,886**	**45,522**	**7,815**	**-30.26%**	**-2.91%**	**3.45%**
UKRAINE	PACKAGED	0	0	6,728	8,584	7,306	1,427	8.85%	-14.89%	27.79%
	UKRAINE - Total	**0**	**0**	**6,728**	**8,584**	**7,306**	**1,427**	**8.85%**	**-14.89%**	**27.79%**
UNITED KINGDOM	DRAFT	132,678	127,768	102,996	86,377	75,072	15,200	-27.87%	-13.09%	98.47%
	PACKAGED	530,287	583,372	662,789	693,190	749,787	156,806	0.26%	8.16%	6.55%
	UNITED KINGDOM - Total	**662,965**	**711,140**	**765,784**	**779,567**	**824,859**	**172,006**	**-3.08%**	**5.81%**	**14.92%**
UNITED STATES OF AMERICA	DRAFT	0	0	3,109	8,955	14,764	3,332	146.94%	64.87%	81.46%
	PACKAGED	7,905,059	7,375,473	8,044,980	9,109,231	10,338,122	1,972,598	0.88%	13.49%	13.65%
	UNITED STATES OF AMERICA - Total	**7,905,059**	**7,375,473**	**8,048,089**	**9,118,186**	**10,352,886**	**1,975,930**	**0.98%**	**13.54%**	**13.75%**
VIETNAM	PACKAGED	2,027	1,656	8,166	5,258	814	60	-90.67%	-84.51%	69.37%
	VIETNAM - Total	**2,027**	**1,656**	**8,166**	**5,258**	**814**	**60**	**-90.67%**	**-84.51%**	**69.37%**

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SALES IN LITRES

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
IMPORT DRAFT - TOTAL	2,219,398	2,587,118	2,979,405	3,291,082	3,445,468	840,989	-1.14%	4.69%	99.28%
IMPORT PACKAGED - TOTAL	29,050,946	30,809,587	36,057,589	40,671,057	43,264,932	7,814,243	-6.94%	6.38%	16.75%
IMPORT BEER - TOTAL	**31,270,344**	**33,396,705**	**39,036,994**	**43,962,139**	**46,710,400**	**8,655,232**	**-6.41%**	**6.25%**	**22.83%**

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ARGENTINA	PACKAGED	$0	$101	$340	$391	$70	$0	-99.73%	-82.04%	6.38%
	ARGENTINA - Total	**$0**	**$101**	**$340**	**$391**	**$70**	**$0**	**-99.73%**	**-82.04%**	**6.38%**
AUSTRALIA	PACKAGED	$499	$630	$682	$639	$296	$62	-55.80%	-53.73%	19.37%
	AUSTRALIA - Total	**$499**	**$630**	**$682**	**$639**	**$296**	**$62**	**-55.80%**	**-53.73%**	**19.37%**
AUSTRIA	PACKAGED	$51	$64	$52	$27	$114	$35	3,256.31%	325.68%	21.57%
	AUSTRIA - Total	**$51**	**$64**	**$52**	**$27**	**$114**	**$35**	**3,256.31%**	**325.68%**	**21.57%**
BELGIUM	DRAFT	$2,447	$3,219	$4,064	$4,989	$5,403	$1,233	-1.57%	8.29%	99.56%
	PACKAGED	$10,605	$14,620	$18,737	$20,797	$23,954	$4,363	-2.66%	15.18%	18.32%
	BELGIUM - Total	**$13,052**	**$17,839**	**$22,801**	**$25,786**	**$29,357**	**$5,596**	**-2.42%**	**13.85%**	**33.27%**
BRAZIL	PACKAGED	$5,288	$4,072	$6,416	$5,258	$4,035	$512	-39.34%	-23.26%	9.66%
	BRAZIL - Total	**$5,288**	**$4,072**	**$6,416**	**$5,258**	**$4,035**	**$512**	**-39.34%**	**-23.26%**	**9.66%**
CHINA	PACKAGED	$1,022	$1,061	$1,190	$1,225	$1,351	$302	-1.77%	10.28%	47.01%
	CHINA - Total	**$1,022**	**$1,061**	**$1,190**	**$1,225**	**$1,351**	**$302**	**-1.77%**	**10.28%**	**47.01%**
CROATIA	PACKAGED	$17	$16	$9	$0	$120	$36	n/a	n/a	0.77%
	CROATIA - Total	**$17**	**$16**	**$9**	**$0**	**$120**	**$36**	**n/a**	**n/a**	**0.77%**
CZECH REPUBLIC	DRAFT	$0	$0	$0	$0	$4	$4	n/a	n/a	93.94%
	PACKAGED	$2,076	$2,443	$3,032	$3,270	$3,080	$586	-16.06%	-5.81%	7.17%
	CZECH REPUBLIC - Total	**$2,076**	**$2,443**	**$3,032**	**$3,270**	**$3,084**	**$590**	**-16.06%**	**-5.81%**	**7.28%**
DENMARK	DRAFT	$0	$0	$0	$0	$53	$32	n/a	n/a	100.00%
	PACKAGED	$1,902	$2,706	$2,979	$3,733	$4,725	$986	7.96%	26.59%	1.72%
	DENMARK - Total	**$1,902**	**$2,706**	**$2,979**	**$3,733**	**$4,778**	**$1,018**	**7.96%**	**26.59%**	**2.81%**
EL SALVADOR	PACKAGED	$0	$1	$0	$0	$0	$0	n/a	n/a	0.00%
	EL SALVADOR - Total	**$0**	**$1**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
FIJI	PACKAGED	$0	$0	$0	$0	$0	$0	n/a	-100.00%	0.00%

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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
FIJI	**FIJI - Total**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
FRANCE	DRAFT	$88	$98	$164	$235	$208	$42	-30.28%	-11.26%	99.73%
	PACKAGED	$445	$581	$836	$876	$961	$204	3.02%	9.66%	15.16%
	FRANCE - Total	**$532**	**$679**	**$1,000**	**$1,111**	**$1,170**	**$245**	**-4.73%**	**5.23%**	**30.23%**
GERMANY	DRAFT	$881	$877	$869	$826	$739	$139	-13.58%	-10.49%	93.99%
	PACKAGED	$10,206	$10,398	$11,445	$12,731	$14,549	$3,212	10.79%	14.28%	6.01%
	GERMANY - Total	**$11,087**	**$11,275**	**$12,314**	**$13,557**	**$15,288**	**$3,351**	**9.51%**	**12.77%**	**10.27%**
GREECE	PACKAGED	$41	$43	$51	$57	$54	$8	-32.16%	-4.94%	89.11%
	GREECE - Total	**$41**	**$43**	**$51**	**$57**	**$54**	**$8**	**-32.16%**	**-4.94%**	**89.11%**
HONG KONG	PACKAGED	$0	$0	$0	$0	$0	$0	n/a	n/a	0.00%
	HONG KONG - Total	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
INDIA	PACKAGED	$244	$300	$355	$369	$377	$69	-18.42%	2.10%	82.01%
	INDIA - Total	**$244**	**$300**	**$355**	**$369**	**$377**	**$69**	**-18.42%**	**2.10%**	**82.01%**
IRELAND	DRAFT	$4,257	$4,594	$5,156	$5,561	$5,907	$1,644	3.32%	6.21%	99.83%
	PACKAGED	$4,814	$5,372	$5,955	$6,455	$6,949	$1,925	-0.14%	7.66%	13.77%
	IRELAND - Total	**$9,071**	**$9,967**	**$11,110**	**$12,017**	**$12,856**	**$3,569**	**1.43%**	**6.99%**	**53.31%**
ITALY	PACKAGED	$172	$225	$409	$532	$662	$159	80.57%	24.54%	34.34%
	ITALY - Total	**$172**	**$225**	**$409**	**$532**	**$662**	**$159**	**80.57%**	**24.54%**	**34.34%**
JAMAICA	PACKAGED	$248	$621	$743	$916	$1,040	$195	4.04%	13.57%	16.57%
	JAMAICA - Total	**$248**	**$621**	**$743**	**$916**	**$1,040**	**$195**	**4.04%**	**13.57%**	**16.57%**
JAPAN	PACKAGED	$1,503	$1,597	$1,928	$2,118	$2,468	$575	13.34%	16.52%	72.92%
	JAPAN - Total	**$1,503**	**$1,597**	**$1,928**	**$2,118**	**$2,468**	**$575**	**13.34%**	**16.52%**	**72.92%**
KENYA	PACKAGED	$25	$43	$35	$46	$62	$10	10.56%	33.59%	41.41%
	KENYA - Total	**$25**	**$43**	**$35**	**$46**	**$62**	**$10**	**10.56%**	**33.59%**	**41.41%**
KOREA - SOUTH	PACKAGED	$0	$87	$75	$70	$55	$11	-13.27%	-21.52%	63.19%
	KOREA - SOUTH - Total	**$0**	**$87**	**$75**	**$70**	**$55**	**$11**	**-13.27%**	**-21.52%**	**63.19%**

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SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
MEXICO	PACKAGED	$37,972	$39,078	$44,397	$51,399	$54,848	$8,110	-11.15%	6.71%	21.63%
	MEXICO - Total	**$37,972**	**$39,078**	**$44,397**	**$51,399**	**$54,848**	**$8,110**	**-11.15%**	**6.71%**	**21.63%**
MONTENEGRO	PACKAGED	$7	$13	$14	$14	$10	$2	-1.90%	-26.95%	27.07%
	MONTENEGRO - Total	**$7**	**$13**	**$14**	**$14**	**$10**	**$2**	**-1.90%**	**-26.95%**	**27.07%**
NETHERLANDS	DRAFT	$654	$1,088	$1,478	$1,663	$2,047	$471	12.16%	23.07%	99.66%
	PACKAGED	$17,351	$20,119	$25,561	$31,498	$32,879	$6,055	-14.03%	4.38%	18.23%
	NETHERLANDS - Total	**$18,004**	**$21,206**	**$27,039**	**$33,162**	**$34,926**	**$6,526**	**-12.56%**	**5.32%**	**23.00%**
NEW ZEALAND	PACKAGED	$512	$462	$469	$442	$387	$87	11.96%	-12.28%	4.51%
	NEW ZEALAND - Total	**$512**	**$462**	**$469**	**$442**	**$387**	**$87**	**11.96%**	**-12.28%**	**4.51%**
PHILIPPINES	PACKAGED	$96	$88	$106	$109	$115	$27	11.13%	5.64%	15.22%
	PHILIPPINES - Total	**$96**	**$88**	**$106**	**$109**	**$115**	**$27**	**11.13%**	**5.64%**	**15.22%**
POLAND	PACKAGED	$300	$331	$333	$491	$472	$87	-29.50%	-3.77%	4.31%
	POLAND - Total	**$300**	**$331**	**$333**	**$491**	**$472**	**$87**	**-29.50%**	**-3.77%**	**4.31%**
PORTUGAL	PACKAGED	$0	$91	$57	$0	$0	$0	n/a	-100.00%	0.00%
	PORTUGAL - Total	**$0**	**$91**	**$57**	**$0**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
RUSSIA (USSR)	PACKAGED	$0	$0	$0	$161	$179	$36	-34.60%	10.95%	2.27%
	RUSSIA (USSR) - Total	**$0**	**$0**	**$0**	**$161**	**$179**	**$36**	**-34.60%**	**10.95%**	**2.27%**
SINGAPORE	PACKAGED	$254	$353	$358	$333	$325	$67	-23.91%	-2.15%	37.95%
	SINGAPORE - Total	**$254**	**$353**	**$358**	**$333**	**$325**	**$67**	**-23.91%**	**-2.15%**	**37.95%**
SLOVAK REPUBLIC	PACKAGED	$208	$172	$133	$6	$0	$0	n/a	-100.00%	0.00%
	SLOVAK REPUBLIC - Total	**$208**	**$172**	**$133**	**$6**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
SLOVENIA	PACKAGED	$0	$164	$190	$136	$123	$27	-6.72%	-9.35%	2.35%

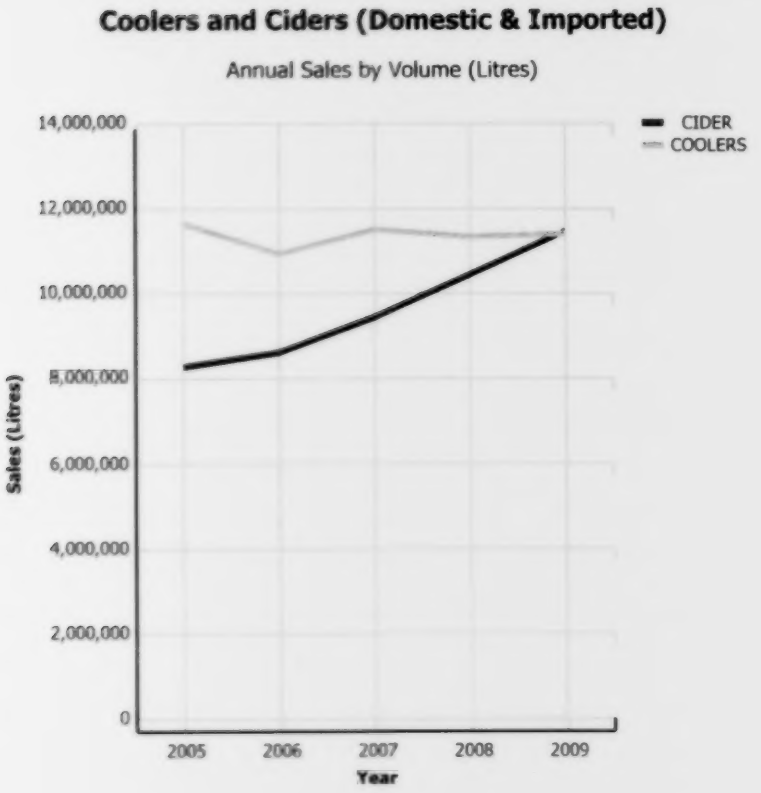
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

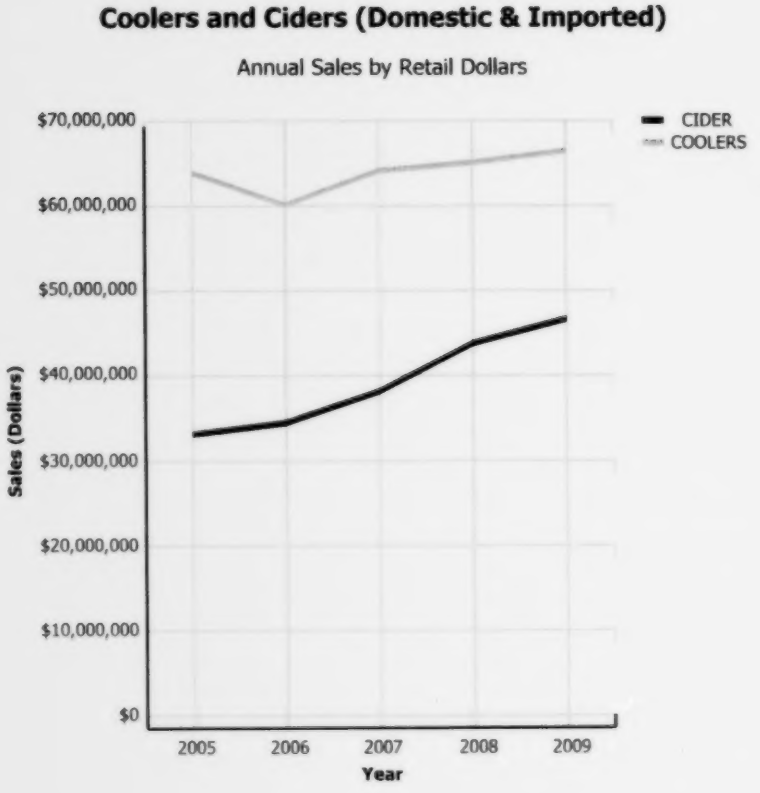
		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SLOVENIA	**SLOVENIA - Total**	**$0**	**$164**	**$190**	**$136**	**$123**	**$27**	**-6.72%**	**-9.35%**	**2.35%**
SOUTH AFRICA	PACKAGED	$111	$136	$159	$141	$99	$24	-20.80%	-29.90%	6.52%
	SOUTH AFRICA - Total	**$111**	**$136**	**$159**	**$141**	**$99**	**$24**	**-20.80%**	**-29.90%**	**6.52%**
SPAIN	PACKAGED	$20	$21	$41	$125	$517	$105	68.24%	311.90%	10.05%
	SPAIN - Total	**$20**	**$21**	**$41**	**$125**	**$517**	**$105**	**68.24%**	**311.90%**	**10.05%**
TAIWAN	PACKAGED	$6	$0	$0	$0	$0	$0	n/a	n/a	0.00%
	TAIWAN - Total	**$6**	**$0**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
THAILAND	PACKAGED	$213	$243	$410	$514	$443	$92	-7.62%	-13.82%	62.36%
	THAILAND - Total	**$213**	**$243**	**$410**	**$514**	**$443**	**$92**	**-7.62%**	**-13.82%**	**62.36%**
TRINIDAD AND TOBAGO	PACKAGED	$81	$119	$119	$110	$101	$18	-14.00%	-8.40%	14.12%
	TRINIDAD AND TOBAGO - Total	**$81**	**$119**	**$119**	**$110**	**$101**	**$18**	**-14.00%**	**-8.40%**	**14.12%**
TURKEY	PACKAGED	$0	$69	$171	$205	$205	$37	-22.59%	0.06%	3.61%
	TURKEY - Total	**$0**	**$69**	**$171**	**$205**	**$205**	**$37**	**-22.59%**	**0.06%**	**3.61%**
UKRAINE	PACKAGED	$0	$0	$31	$39	$34	$7	11.56%	-13.63%	27.62%
	UKRAINE - Total	**$0**	**$0**	**$31**	**$39**	**$34**	**$7**	**11.56%**	**-13.63%**	**27.62%**
UNITED KINGDOM	DRAFT	$530	$514	$418	$357	$317	$65	-26.87%	-11.35%	98.41%
	PACKAGED	$2,691	$2,991	$3,639	$3,905	$4,370	$909	5.35%	11.93%	6.73%
	UNITED KINGDOM - Total	**$3,221**	**$3,505**	**$4,057**	**$4,262**	**$4,687**	**$974**	**2.36%**	**9.98%**	**12.92%**
UNITED STATES OF AMERICA	DRAFT	$0	$0	$12	$35	$63	$16	200.42%	76.55%	81.56%
	PACKAGED	$31,426	$30,580	$33,400	$37,006	$43,431	$8,458	5.59%	17.36%	13.32%
	UNITED STATES OF AMERICA - Total	**$31,426**	**$30,580**	**$33,411**	**$37,042**	**$43,494**	**$8,475**	**5.73%**	**17.42%**	**13.42%**
VIETNAM	PACKAGED	$9	$7	$40	$25	$4	$0	-90.99%	-84.78%	68.73%
	VIETNAM - Total	**$9**	**$7**	**$40**	**$25**	**$4**	**$0**	**-90.99%**	**-84.78%**	**68.73%**

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
IMPORT DRAFT - TOTAL	$8,856	$10,390	$12,159	$13,667	$14,740	$3,645	1.87%	7.85%	99.31%
IMPORT PACKAGED - TOTAL	$130,417	$140,019	$164,899	$186,168	$203,467	$37,399	-4.40%	9.29%	17.15%
IMPORT BEER - TOTAL	**$139,273**	**$150,409**	**$177,058**	**$199,835**	**$218,207**	**$41,044**	**-3.87%**	**9.19%**	**22.70%**

Cooler and Cider Sales





CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC	DRAFT	40,397	42,927	32,725	33,976	43,657	7,566	17.57%	28.49%	91.36%
	PACKAGED	8,017,212	8,251,988	8,802,986	9,332,346	9,744,147	1,658,134	-2.61%	4.41%	7.93%
	DOMESTIC - TOTAL	**8,057,609**	**8,294,915**	**8,835,711**	**9,366,322**	**9,787,804**	**1,665,700**	**-2.53%**	**4.50%**	**8.30%**
IMPORT	DRAFT	127,650	165,500	266,600	393,100	426,650	94,350	4.54%	8.53%	99.80%
	PACKAGED	161,587	222,667	406,444	752,749	1,314,419	264,374	39.22%	74.62%	12.19%
	IMPORT - TOTAL	**289,237**	**388,167**	**673,044**	**1,145,849**	**1,741,069**	**358,724**	**28.05%**	**51.95%**	**33.66%**
CIDER - TOTAL		**8,346,846**	**8,683,082**	**9,508,755**	**10,512,171**	**11,528,873**	**2,024,424**	**1.78%**	**9.67%**	**12.13%**

CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC	DRAFT	$151	$168	$125	$118	$168	$29	25.99%	42.50%	91.44%
	PACKAGED	$31,795	$32,620	$34,952	$38,091	$38,170	$5,788	-17.66%	0.21%	8.03%
	DOMESTIC - TOTAL	**$31,947**	**$32,788**	**$35,076**	**$38,209**	**$38,337**	**$5,817**	**-17.52%**	**0.34%**	**8.39%**
IMPORT	DRAFT	$548	$710	$1,156	$1,754	$1,909	$425	5.56%	8.85%	99.80%
	PACKAGED	$946	$1,294	$2,215	$4,129	$6,728	$1,346	35.78%	62.95%	13.73%
	IMPORT - TOTAL	**$1,494**	**$2,004**	**$3,371**	**$5,882**	**$8,637**	**$1,771**	**27.05%**	**46.82%**	**32.75%**
CIDER - TOTAL		**$33,440**	**$34,792**	**$38,448**	**$44,091**	**$46,974**	**$7,588**	**-10.16%**	**6.54%**	**12.87%**

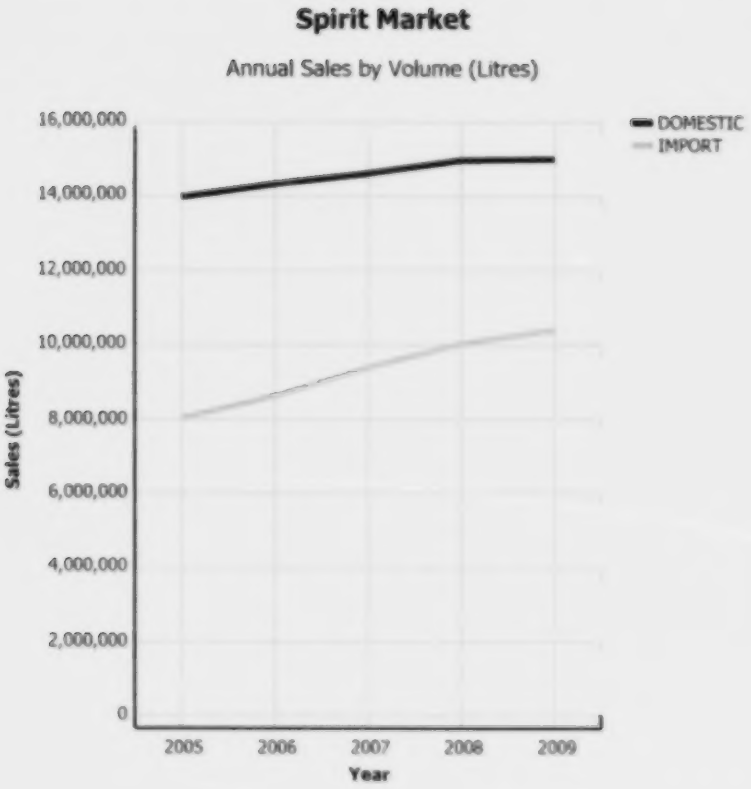
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

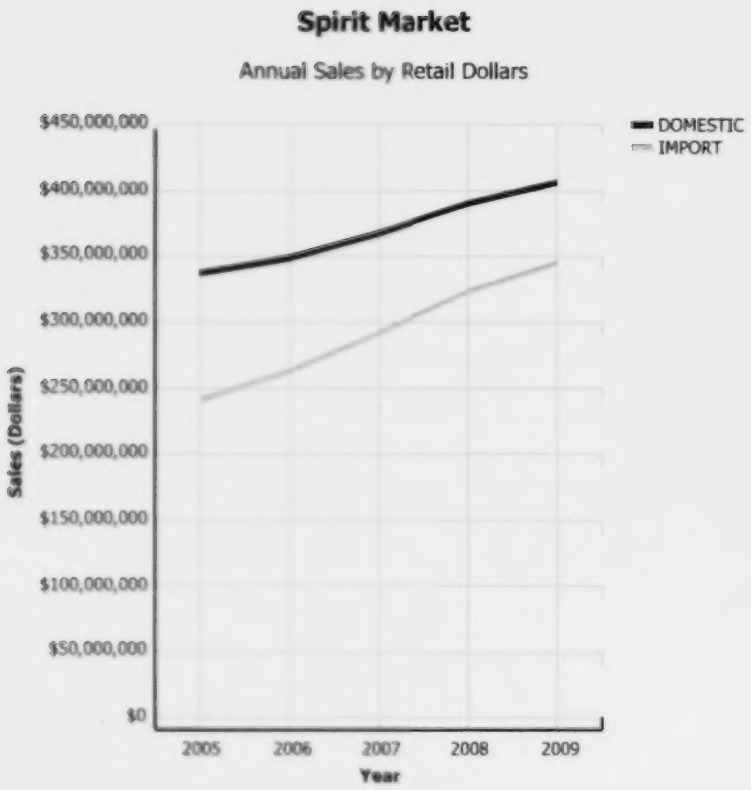
		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC	BEER	1,645	342	12,023	5,026	1,192	72	-81.35%	-76.28%	0.00%
	SPIRIT	9,435,224	9,113,381	9,450,573	9,136,324	9,075,281	1,297,280	-12.03%	-0.67%	12.18%
	WINE	1,145,248	955,660	952,452	912,062	860,480	150,374	-18.01%	-5.66%	6.45%
	DOMESTIC - TOTAL	**10,582,118**	**10,069,383**	**10,415,048**	**10,053,412**	**9,936,953**	**1,447,726**	**-12.71%**	**-1.16%**	**11.69%**
IMPORT	BEER	6,170	6,219	7,024	4,322	985	120	-44.57%	-77.21%	0.00%
	SPIRIT	909,524	695,813	906,485	1,127,589	1,267,082	148,863	-13.32%	12.37%	3.27%
	WINE	378,724	392,842	409,856	376,400	416,706	64,038	-3.80%	10.71%	4.14%
	IMPORT - TOTAL	**1,294,417**	**1,094,874**	**1,323,365**	**1,508,311**	**1,684,773**	**213,022**	**-10.69%**	**11.70%**	**3.48%**
COOLERS - TOTAL		**11,876,535**	**11,164,258**	**11,738,412**	**11,561,723**	**11,621,726**	**1,660,748**	**-12.45%**	**0.52%**	**10.50%**

COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC	BEER	$8	$1	$101	$42	$10	$1	-81.17%	-75.37%	0.00%
	SPIRIT	$51,026	$49,381	$52,262	$51,819	$52,197	$7,471	-10.72%	0.73%	12.61%
	WINE	$4,640	$3,790	$3,741	$3,634	$3,463	$605	-17.70%	-4.73%	7.21%
	DOMESTIC - TOTAL	**$55,674**	**$53,172**	**$56,104**	**$55,495**	**$55,670**	**$8,076**	**-11.30%**	**0.31%**	**12.27%**
IMPORT	BEER	$28	$27	$34	$21	$5	$1	-44.75%	-78.09%	0.00%
	SPIRIT	$6,769	$5,413	$6,421	$8,035	$9,046	$1,149	-10.12%	12.58%	2.86%
	WINE	$2,574	$2,629	$2,683	$2,648	$2,843	$488	-5.30%	7.36%	3.80%
	IMPORT - TOTAL	**$9,370**	**$8,070**	**$9,138**	**$10,704**	**$11,893**	**$1,638**	**-8.75%**	**11.11%**	**3.08%**
COOLERS - TOTAL		**$65,044**	**$61,241**	**$65,242**	**$66,200**	**$67,563**	**$9,715**	**-10.88%**	**2.06%**	**10.65%**

Spirit Sales

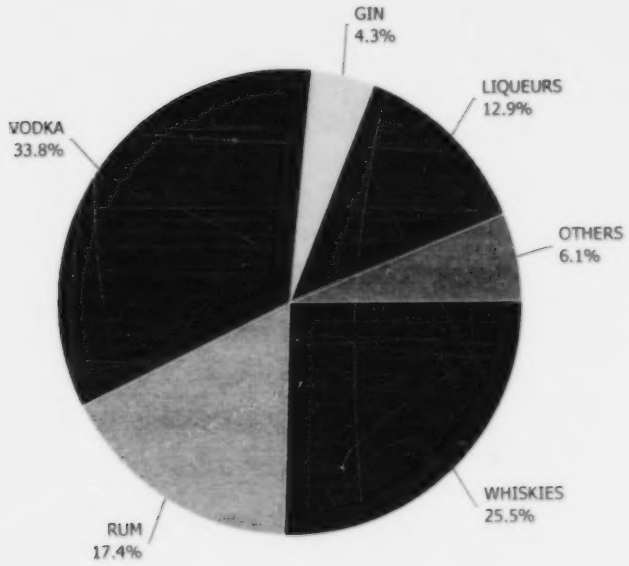




Spirit Market

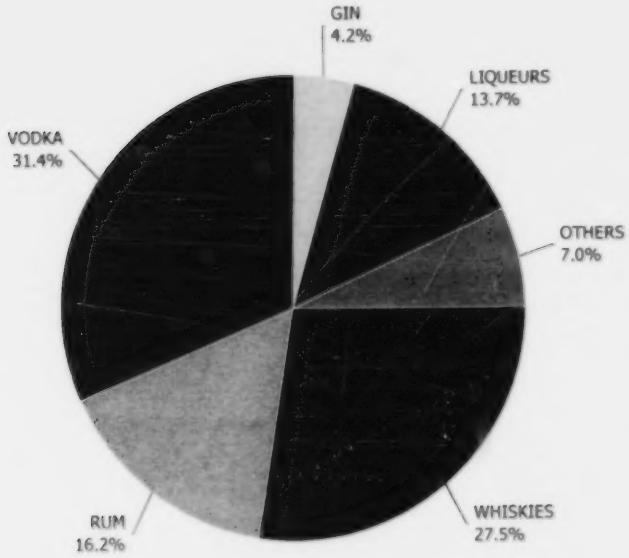
Spirit Market Share

Current Quarter by Volume (Litres)



Spirit Market Share

Current Quarter by Retail Dollars



SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ARMAGNAC			**1,141**	**1,255**	**1,295**	**1,156**	**1,385**	**272**	**32.80%**	**19.86%**	**17.99%**
ASIAN SPIRITS			**92,830**	**102,131**	**120,529**	**134,142**	**137,693**	**31,076**	**0.48%**	**2.65%**	**49.83%**
BRANDY		DOMESTIC	123,486	116,298	104,737	96,850	91,046	19,876	-12.23%	-5.99%	7.80%
		IMPORT	426,446	436,122	442,292	442,139	430,932	96,370	-4.69%	-2.53%	3.97%
BRANDY			**549,932**	**552,421**	**547,028**	**538,988**	**521,978**	**116,246**	**-6.07%**	**-3.16%**	**4.64%**
CACHACA			**685**	**2,566**	**3,065**	**4,086**	**4,592**	**852**	**-6.43%**	**12.40%**	**40.50%**
COGNAC			**41,114**	**42,898**	**43,408**	**46,463**	**42,302**	**8,023**	**-17.37%**	**-8.96%**	**20.40%**
EAUX DE VIE		DOMESTIC	0	448	880	1,303	942	147	-34.88%	-27.68%	14.56%
		IMPORT	10,396	10,305	10,356	12,134	14,809	4,449	51.68%	22.05%	9.73%
EAUX DE VIE			**10,396**	**10,753**	**11,236**	**13,438**	**15,752**	**4,596**	**45.49%**	**17.22%**	**10.02%**
GIN		DOMESTIC	416,156	401,256	405,459	394,360	368,040	72,766	-4.54%	-6.67%	17.76%
		IMPORT	749,398	788,610	811,015	844,077	866,449	150,333	-9.63%	2.65%	15.73%
GIN			**1,165,553**	**1,189,866**	**1,216,474**	**1,238,437**	**1,234,489**	**223,099**	**-8.03%**	**-0.32%**	**16.34%**
RUM	AMBER	DOMESTIC	848,928	909,358	1,009,420	1,091,983	1,159,263	231,957	-0.37%	6.16%	5.29%
		IMPORT	391,939	453,764	497,084	569,904	594,494	119,385	0.03%	4.31%	6.19%
		AMBER	**1,240,867**	**1,363,122**	**1,506,503**	**1,661,886**	**1,753,757**	**351,342**	**-0.23%**	**5.53%**	**5.59%**
	DARK	DOMESTIC	558,498	552,687	545,105	514,376	500,958	105,228	-3.66%	-2.61%	9.43%
		IMPORT	196,388	196,845	198,883	209,570	212,425	42,589	-5.61%	1.36%	5.63%
		DARK	**754,886**	**749,532**	**743,988**	**723,946**	**713,382**	**147,817**	**-4.23%**	**-1.46%**	**8.30%**
	WHITE	DOMESTIC	1,937,893	1,918,719	1,917,961	1,899,888	1,900,908	386,413	0.24%	0.05%	13.12%
		IMPORT	133,930	138,564	136,617	126,196	120,103	21,346	-12.13%	-4.83%	9.82%
		WHITE	**2,071,823**	**2,057,284**	**2,054,578**	**2,026,085**	**2,021,011**	**407,760**	**-0.49%**	**-0.25%**	**12.92%**
RUM		DOMESTIC	3,345,318	3,380,764	3,472,485	3,506,247	3,561,129	723,598	-0.54%	1.57%	10.05%
		IMPORT	722,258	789,173	832,584	905,671	927,022	183,321	-2.88%	2.36%	6.53%
RUM			**4,067,576**	**4,169,938**	**4,305,069**	**4,411,918**	**4,488,151**	**906,919**	**-1.02%**	**1.73%**	**9.32%**
TEQUILA		IMPORT	300,993	346,308	416,212	463,514	494,297	89,119	-3.82%	6.64%	41.02%
TEQUILA			**300,993**	**346,308**	**416,212**	**463,514**	**494,297**	**89,119**	**-3.82%**	**6.64%**	**41.02%**
VODKA		DOMESTIC	4,585,817	4,784,640	4,990,832	5,283,150	5,452,700	1,216,301	4.82%	3.21%	13.68%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
VODKA	IMPORT	1,538,732	1,754,152	2,035,535	2,325,484	2,616,432	544,235	0.33%	12.51%	17.85%
VODKA		**6,124,549**	**6,538,792**	**7,026,367**	**7,608,634**	**8,069,132**	**1,760,536**	**3.39%**	**6.05%**	**15.03%**
WHISKY	AMERICAN WHISKY	216,992	245,217	271,775	296,148	314,695	66,439	-2.56%	6.26%	27.27%
	CANADIAN WHISKY	4,705,608	4,758,627	4,766,626	4,764,149	4,618,091	944,062	-6.40%	-3.07%	8.01%
	IRISH WHISKY	65,185	71,891	78,268	91,603	102,692	26,359	10.07%	12.11%	16.90%
	JAPANESE WHISKY	0	0	0	153	22	0	-100.00%	-85.29%	0.00%
	SCOTCH - BLEND	1,194,406	1,207,669	1,180,439	1,179,805	1,110,965	229,171	-12.00%	-5.83%	3.68%
	SCOTCH - MALT	260,420	283,611	295,052	319,547	326,721	63,236	-4.98%	2.24%	8.79%
	OTHER WHISKY	0	0	271	685	424	115	-34.62%	-38.09%	5.02%
WHISKY		**6,442,611**	**6,567,015**	**6,592,440**	**6,652,124**	**6,473,610**	**1,329,381**	**-6.90%**	**-2.68%**	**8.38%**
OTHER SPIRITS	MISC.	468	397	35	25	0	0	n/a	-100.00%	0.00%
	RESTRICTED	2,052	1,745	1,296	1,266	1,206	254	-16.89%	-4.70%	0.00%
	APERITIF	11,005	11,060	11,297	11,442	12,059	2,219	4.85%	5.39%	17.99%
	FLAVOURED	13,181	7,024	1,544	1,135	3,398	832	92.17%	199.46%	3.37%
	READY TO MIX COCKTAILS	186,465	189,846	184,618	174,517	172,286	32,256	-6.44%	-1.28%	59.31%
	READY TO SERVE COCKTAILS	99,311	120,686	152,317	106,169	257,184	27,912	34.38%	142.24%	1.06%
	SCHNAPPS	12,707	12,915	10,209	11,368	9,976	1,755	-22.67%	-12.24%	7.64%
OTHER SPIRITS		**325,189**	**343,673**	**361,316**	**305,920**	**456,109**	**65,228**	**8.04%**	**49.09%**	**23.67%**
SPIRIT - GIFT PACKS	DOMESTIC	24,115	35,198	19,017	15,889	11,878	652	-73.96%	-25.25%	0.32%
	IMPORT	44,964	48,436	49,126	47,142	17,730	1,088	-89.86%	-62.39%	0.33%
SPIRIT - GIFT PACKS		**69,079**	**83,634**	**68,143**	**63,031**	**29,608**	**1,739**	**-86.85%**	**-53.03%**	**0.33%**

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ARMAGNAC			**$127**	**$143**	**$145**	**$125**	**$175**	**$33**	**84.73%**	**40.35%**	**17.88%**
ASIAN SPIRITS			**$2,279**	**$2,551**	**$2,970**	**$3,386**	**$3,523**	**$823**	**0.83%**	**4.04%**	**46.76%**
BRANDY		DOMESTIC	$2,843	$2,691	$2,508	$2,401	$2,336	$509	-11.34%	-2.72%	7.87%
		IMPORT	$10,560	$10,959	$11,307	$11,536	$11,456	$2,557	-4.44%	-0.69%	4.30%
BRANDY			**$13,403**	**$13,650**	**$13,815**	**$13,937**	**$13,792**	**$3,066**	**-5.66%**	**-1.04%**	**4.91%**
CACHACA			**$24**	**$91**	**$109**	**$150**	**$173**	**$31**	**-8.67%**	**15.24%**	**39.78%**
COGNAC			**$3,925**	**$4,220**	**$4,075**	**$4,437**	**$4,231**	**$839**	**-10.47%**	**-4.66%**	**19.16%**
EAUX DE VIE		DOMESTIC	$0	$43	$82	$114	$94	$15	-26.05%	-18.21%	15.19%
		IMPORT	$432	$475	$475	$574	$717	$234	76.52%	24.79%	12.62%
EAUX DE VIE			**$432**	**$518**	**$557**	**$689**	**$810**	**$250**	**62.85%**	**17.64%**	**12.92%**
GIN		DOMESTIC	$10,108	$9,653	$9,984	$10,083	$9,873	$1,964	-0.80%	-2.09%	17.30%
		IMPORT	$20,146	$21,235	$22,388	$24,192	$25,581	$4,483	-7.71%	5.74%	15.55%
GIN			**$30,254**	**$30,888**	**$32,371**	**$34,275**	**$35,454**	**$6,447**	**-5.71%**	**3.44%**	**16.03%**
RUM	AMBER	DOMESTIC	$20,389	$22,345	$25,922	$29,627	$33,060	$6,629	1.84%	11.59%	5.45%
		IMPORT	$10,362	$12,036	$13,514	$16,078	$17,489	$3,580	4.06%	8.77%	6.49%
		AMBER	**$30,751**	**$34,380**	**$39,436**	**$45,705**	**$50,549**	**$10,210**	**2.60%**	**10.60%**	**5.81%**
	DARK	DOMESTIC	$12,997	$12,914	$13,195	$12,811	$12,945	$2,717	-2.52%	1.04%	9.36%
		IMPORT	$4,956	$5,017	$5,258	$5,739	$6,048	$1,228	-2.18%	5.39%	5.80%
		DARK	**$17,953**	**$17,930**	**$18,453**	**$18,550**	**$18,993**	**$3,946**	**-2.42%**	**2.39%**	**8.23%**
	WHITE	DOMESTIC	$45,676	$45,533	$46,786	$47,836	$49,419	$10,097	1.57%	3.31%	13.00%
		IMPORT	$3,366	$3,502	$3,520	$3,417	$3,350	$596	-11.35%	-1.98%	10.07%
		WHITE	**$49,041**	**$49,034**	**$50,306**	**$51,254**	**$52,769**	**$10,693**	**0.75%**	**2.96%**	**12.81%**
RUM		DOMESTIC	$79,062	$80,791	$85,903	$90,275	$95,424	$19,443	1.07%	5.70%	9.89%
		IMPORT	$18,683	$20,554	$22,292	$25,234	$26,886	$5,405	0.67%	6.55%	6.78%
RUM			**$97,745**	**$101,345**	**$108,195**	**$115,509**	**$122,311**	**$24,848**	**0.98%**	**5.89%**	**9.21%**
TEQUILA		IMPORT	$11,889	$13,673	$17,021	$19,726	$22,150	$4,004	-0.47%	12.29%	39.67%
TEQUILA			**$11,889**	**$13,673**	**$17,021**	**$19,726**	**$22,150**	**$4,004**	**-0.47%**	**12.29%**	**39.67%**
VODKA		DOMESTIC	$106,848	$112,917	$122,296	$133,484	$142,396	$31,725	5.69%	6.68%	13.50%

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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
VODKA	IMPORT	$40,014	$46,703	$56,484	$68,260	$79,875	$16,534	2.27%	17.02%	19.46%
VODKA		**$146,862**	**$159,620**	**$178,780**	**$201,745**	**$222,272**	**$48,259**	**4.49%**	**10.17%**	**15.64%**
WHISKY	AMERICAN WHISKY	$6,854	$7,694	$8,788	$9,948	$10,888	$2,361	2.20%	9.46%	26.88%
	CANADIAN WHISKY	$118,411	$120,705	$124,718	$129,812	$131,643	$26,833	-4.09%	1.41%	8.03%
	IRISH WHISKY	$2,289	$2,550	$2,850	$3,436	$3,883	$999	9.69%	13.00%	16.16%
	JAPANESE WHISKY	$0	$0	$0	$21	$3	$0	-100.00%	-85.29%	0.00%
	SCOTCH - BLEND	$35,733	$36,263	$36,239	$37,526	$37,479	$7,650	-8.65%	-0.13%	4.50%
	SCOTCH - MALT	$15,275	$16,965	$18,200	$20,649	$22,309	$4,370	-1.06%	8.04%	9.60%
	OTHER WHISKY	$0	$0	$28	$72	$49	$11	-40.16%	-31.46%	4.83%
WHISKY		**$178,562**	**$184,177**	**$190,823**	**$201,465**	**$206,254**	**$42,224**	**-4.06%**	**2.38%**	**8.71%**
OTHER SPIRITS	MISC.	$7	$6	$1	$0	$0	$0	n/a	-100.00%	0.00%
	RESTRICTED	$67	$68	$54	$55	$55	$12	-12.33%	-0.38%	0.00%
	APERITIF	$338	$340	$349	$355	$377	$69	3.94%	6.16%	18.01%
	FLAVOURED	$412	$211	$52	$38	$126	$34	142.87%	231.30%	3.13%
	READY TO MIX COCKTAILS	$4,116	$4,203	$4,170	$4,026	$3,977	$745	-6.31%	-1.23%	58.75%
	READY TO SERVE COCKTAILS	$1,368	$1,927	$2,250	$1,839	$5,551	$639	52.09%	201.81%	0.92%
	SCHNAPPS	$377	$386	$306	$356	$352	$62	-14.47%	-1.13%	7.67%
OTHER SPIRITS		**$6,685**	**$7,140**	**$7,181**	**$6,670**	**$10,438**	**$1,561**	**12.98%**	**56.48%**	**23.82%**
SPIRIT - GIFT PACKS	DOMESTIC	$1,116	$1,454	$787	$667	$525	$26	-70.50%	-21.31%	0.32%
	IMPORT	$1,795	$2,199	$2,233	$1,957	$851	$52	-86.01%	-56.52%	0.38%
SPIRIT - GIFT PACKS		**$2,911**	**$3,653**	**$3,019**	**$2,624**	**$1,376**	**$77**	**-83.02%**	**-47.57%**	**0.36%**

SPIRITS MARKET - LIQUEURS
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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ALMOND	DOMESTIC	22,325	24,591	24,136	26,007	22,121	4,206	-29.55%	-14.94%	70.58%
	IMPORT	93,560	102,773	112,903	116,973	114,329	21,547	-10.78%	-2.26%	16.15%
	ALMOND - TOTAL	**115,884**	**127,364**	**137,040**	**142,980**	**136,451**	**25,753**	**-14.50%**	**-4.57%**	**24.97%**
ANISE / LICORICE	DOMESTIC	15,817	13,831	8,093	6,014	3,264	564	-62.66%	-45.72%	69.99%
	IMPORT	154,452	154,428	163,043	165,322	158,538	30,964	-10.78%	-4.10%	21.59%
	ANISE / LICORICE - TOTAL	**170,269**	**168,259**	**171,136**	**171,335**	**161,802**	**31,528**	**-12.95%**	**-5.56%**	**22.56%**
APPLE	IMPORT	56,737	59,541	59,197	60,400	56,404	10,974	-26.18%	-6.61%	49.30%
	APPLE - TOTAL	**56,737**	**59,541**	**59,197**	**60,400**	**56,404**	**10,974**	**-26.18%**	**-6.61%**	**49.30%**
APRICOT	DOMESTIC	12,846	14,123	12,371	10,073	9,099	1,826	-13.08%	-9.67%	2.18%
	IMPORT	21,508	18,460	18,120	20,066	19,311	3,726	-8.52%	-3.76%	12.30%
	APRICOT - TOTAL	**34,354**	**32,583**	**30,491**	**30,139**	**28,410**	**5,552**	**-10.07%**	**-5.74%**	**9.06%**
BANANA	DOMESTIC	4,182	5,359	5,926	20,774	17,235	2,500	-32.58%	-17.04%	22.39%
	IMPORT	23,121	25,059	28,465	32,423	33,672	6,988	-10.20%	3.85%	66.17%
	BANANA - TOTAL	**27,303**	**30,418**	**34,391**	**53,197**	**50,907**	**9,488**	**-17.42%**	**-4.31%**	**51.35%**
BERRY - OTHER	DOMESTIC	79	18	13	1	84	14	n/a	5,873.21%	0.00%
	IMPORT	1,028	30	287	1,499	1,676	246	-9.03%	11.78%	26.15%
	BERRY - OTHER - TOTAL	**1,107**	**48**	**300**	**1,501**	**1,760**	**260**	**-3.90%**	**17.25%**	**24.91%**
BLACK CURRANT / CASSIS	DOMESTIC	0	0	0	0	33	8	n/a	n/a	6.90%
	IMPORT	8,273	8,411	8,918	9,093	7,768	1,358	-25.91%	-14.58%	42.92%
	BLACK CURRANT / CASSIS - TOTAL	**8,273**	**8,411**	**8,918**	**9,093**	**7,800**	**1,365**	**-25.50%**	**-14.22%**	**42.77%**
BLACKBERRY	DOMESTIC	1,643	238	1	1	37	4	500.00%	4,850.00%	0.00%
	IMPORT	1,519	1,921	2,972	3,214	3,196	601	-13.89%	-0.56%	37.65%
	BLACKBERRY - TOTAL	**3,162**	**2,160**	**2,972**	**3,215**	**3,234**	**606**	**-13.34%**	**0.57%**	**37.22%**

SPIRITS MARKET - LIQUEURS
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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BUTTERSCOTCH	DOMESTIC	320	536	507	439	340	63	-43.30%	-22.60%	89.60%
	IMPORT	44,093	47,892	49,359	51,811	53,201	11,412	-10.85%	2.68%	38.57%
	BUTTERSCOTCH - TOTAL	**44,413**	**48,428**	**49,866**	**52,250**	**53,541**	**11,474**	**-11.13%**	**2.47%**	**38.90%**
CACAO / CHOCOLATE	DOMESTIC	4,424	4,586	5,016	7,322	6,501	1,350	-20.07%	-11.21%	27.71%
	IMPORT	9,078	7,492	6,352	2,457	92	-1	-100.10%	-96.28%	12.30%
	CACAO / CHOCOLATE - TOTAL	**13,503**	**12,078**	**11,368**	**9,779**	**6,592**	**1,349**	**-44.36%**	**-32.58%**	**27.50%**
CACAO / WHITE	DOMESTIC	19,068	19,863	22,924	32,080	28,971	5,640	-24.75%	-9.69%	58.80%
	IMPORT	17,206	15,954	11,270	4,713	5,603	1,697	86.25%	18.88%	11.43%
	CACAO / WHITE - TOTAL	**36,274**	**35,817**	**34,194**	**36,794**	**34,575**	**7,337**	**-12.72%**	**-6.03%**	**51.12%**
CHERRY	DOMESTIC	0	0	1,951	2,608	1,083	33	-93.60%	-58.46%	2.42%
	IMPORT	10,482	10,034	10,446	10,088	9,427	1,793	-13.56%	-6.56%	22.25%
	CHERRY - TOTAL	**10,482**	**10,034**	**12,396**	**12,697**	**10,510**	**1,826**	**-29.63%**	**-17.22%**	**20.21%**
CITRUS OTHER THAN ORANGE	IMPORT	1,346	1,650	1,087	961	267	4	-98.15%	-72.24%	-0.01%
	CITRUS OTHER THAN ORANGE - TOTAL	**1,346**	**1,650**	**1,087**	**961**	**267**	**4**	**-98.15%**	**-72.24%**	**-0.01%**
COCONUT	DOMESTIC	146,427	142,374	146,776	148,855	139,627	21,705	-21.41%	-6.20%	18.63%
	IMPORT	20,212	19,111	17,600	19,004	17,908	2,622	-28.38%	-5.77%	16.88%
	COCONUT - TOTAL	**166,639**	**161,485**	**164,376**	**167,860**	**157,535**	**24,327**	**-22.22%**	**-6.15%**	**18.43%**
COFFEE	DOMESTIC	18,309	18,963	17,478	13,898	11,780	2,516	-22.23%	-15.24%	19.47%
	IMPORT	381,381	381,889	390,207	377,042	362,323	60,194	-11.74%	-3.90%	15.59%
	COFFEE - TOTAL	**399,690**	**400,852**	**407,685**	**390,939**	**374,103**	**62,710**	**-12.22%**	**-4.31%**	**15.72%**
CRANBERRY	DOMESTIC	0	0	0	0	35	4	n/a	n/a	0.00%
	CRANBERRY - TOTAL	**0**	**0**	**0**	**0**	**35**	**4**	**n/a**	**n/a**	**0.00%**
	DOMESTIC	10,774	7,656	4,796	3,332	1,627	285	-58.14%	-51.17%	65.74%

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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
CREAM	IMPORT	905,079	941,474	1,056,492	1,102,424	1,091,402	164,926	-12.69%	-1.00%	7.12%
	CREAM - TOTAL	**915,854**	**949,130**	**1,061,288**	**1,105,756**	**1,093,029**	**165,212**	**-12.85%**	**-1.15%**	**7.20%**
EGG	IMPORT	6,080	5,972	5,291	5,068	6,068	878	21.24%	19.72%	3.87%
	EGG - TOTAL	**6,080**	**5,972**	**5,291**	**5,068**	**6,068**	**878**	**21.24%**	**19.72%**	**3.87%**
FRUIT - OTHER	DOMESTIC	25,320	44,386	38,793	39,378	32,480	4,214	-42.22%	-17.52%	10.93%
	IMPORT	98,080	118,382	123,206	124,173	104,984	20,699	-21.17%	-15.45%	40.79%
	FRUIT - OTHER - TOTAL	**123,400**	**162,767**	**161,999**	**163,551**	**137,464**	**24,913**	**-25.74%**	**-15.95%**	**33.73%**
GRAPE	DOMESTIC	94	101	52	36	27	9	0.00%	-25.00%	100.00%
	IMPORT	0	0	0	2,042	9,816	1,474	-27.81%	380.82%	17.83%
	GRAPE - TOTAL	**94**	**101**	**52**	**2,078**	**9,843**	**1,483**	**-27.69%**	**373.79%**	**18.06%**
GRAPE FRUIT	IMPORT	387	151	7	781	1,274	170	-39.40%	63.08%	27.03%
	GRAPE FRUIT - TOTAL	**387**	**151**	**7**	**781**	**1,274**	**170**	**-39.40%**	**63.08%**	**27.03%**
HAZELNUT	IMPORT	24,335	24,707	25,733	25,930	24,064	4,077	-20.72%	-7.20%	33.91%
	HAZELNUT - TOTAL	**24,335**	**24,707**	**25,733**	**25,930**	**24,064**	**4,077**	**-20.72%**	**-7.20%**	**33.91%**
HERBAL	DOMESTIC	0	0	0	583	1,846	372	-14.68%	216.55%	4.44%
	IMPORT	147,339	198,296	286,740	372,968	372,350	76,484	-19.43%	-0.17%	51.69%
	HERBAL - TOTAL	**147,339**	**198,296**	**286,740**	**373,551**	**374,195**	**76,856**	**-19.41%**	**0.17%**	**51.46%**
LEMON	IMPORT	8,265	9,736	12,861	18,834	18,397	2,896	-17.69%	-2.32%	20.04%
	LEMON - TOTAL	**8,265**	**9,736**	**12,861**	**18,834**	**18,397**	**2,896**	**-17.69%**	**-2.32%**	**20.04%**
LOGANBERRY	IMPORT	287	156	270	204	228	72	50.00%	11.76%	0.00%
	LOGANBERRY - TOTAL	**287**	**156**	**270**	**204**	**228**	**72**	**50.00%**	**11.76%**	**0.00%**
MACADAMIA	IMPORT	0	0	0	0	622	591	n/a	n/a	1.57%
	MACADAMIA - TOTAL	**0**	**0**	**0**	**0**	**622**	**591**	**n/a**	**n/a**	**1.57%**
MELON	DOMESTIC	15,189	13,748	12,768	12,661	10,781	2,022	-26.58%	-14.85%	66.60%

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MELON	IMPORT	12,514	11,513	12,034	12,162	11,817	2,275	-13.75%	-2.84%	58.80%
	MELON - TOTAL	**27,704**	**25,262**	**24,802**	**24,823**	**22,598**	**4,298**	**-20.30%**	**-8.97%**	**62.52%**
MINT	DOMESTIC	24,974	25,178	26,128	26,714	24,619	5,455	-6.06%	-7.84%	23.58%
	IMPORT	0	59	155	130	123	24	-22.03%	-5.53%	30.27%
	MINT - TOTAL	**24,973**	**25,237**	**26,284**	**26,844**	**24,741**	**5,479**	**-6.15%**	**-7.83%**	**23.61%**
ORANGE	DOMESTIC	99,884	105,944	114,324	113,889	115,104	20,747	-8.44%	1.07%	26.86%
	IMPORT	156,351	162,959	168,942	176,389	173,913	29,759	-16.10%	-1.40%	33.19%
	ORANGE - TOTAL	**256,235**	**268,903**	**283,266**	**290,278**	**289,018**	**50,506**	**-13.11%**	**-0.43%**	**30.67%**
OTHER	DOMESTIC	7,233	8,625	8,358	7,256	6,136	976	-41.77%	-15.44%	20.83%
	IMPORT	14,939	17,938	14,050	10,117	10,604	1,730	-19.75%	4.81%	24.15%
	OTHER - TOTAL	**22,172**	**26,563**	**22,408**	**17,373**	**16,740**	**2,706**	**-29.38%**	**-3.65%**	**22.94%**
PEACH	DOMESTIC	52,584	51,681	51,303	50,690	50,186	9,491	-12.53%	-1.00%	50.65%
	IMPORT	3,163	3,891	3,992	3,976	3,992	687	-23.07%	0.39%	73.79%
	PEACH - TOTAL	**55,747**	**55,572**	**55,295**	**54,667**	**54,178**	**10,178**	**-13.33%**	**-0.89%**	**52.36%**
PEAR	DOMESTIC	0	3,424	2,633	71	76	1	-71.43%	7.37%	-0.98%
	IMPORT	4,930	4,832	4,628	4,790	4,415	810	-17.68%	-7.84%	29.41%
	PEAR - TOTAL	**4,930**	**8,257**	**7,261**	**4,862**	**4,491**	**811**	**-17.82%**	**-7.62%**	**28.89%**
PINEAPPLE	DOMESTIC	16,287	12,319	10,365	12,270	12,139	1,552	-30.62%	-1.07%	5.38%
	IMPORT	4,370	3,859	3,092	87	0	0	-100.00%	-100.00%	0.00%
	PINEAPPLE - TOTAL	**20,657**	**16,178**	**13,456**	**12,357**	**12,139**	**1,552**	**-31.24%**	**-1.77%**	**5.38%**
PLUM	IMPORT	728	799	766	878	886	182	8.97%	0.94%	1.61%
	PLUM - TOTAL	**728**	**799**	**766**	**878**	**886**	**182**	**8.97%**	**0.94%**	**1.61%**
RASPBERRY	DOMESTIC	1,803	2,170	1,763	1,739	2,027	461	3.07%	16.56%	86.90%
	IMPORT	74,109	89,448	102,166	117,903	115,826	23,736	-16.00%	-1.76%	44.25%
	RASPBERRY - TOTAL	**75,912**	**91,618**	**103,928**	**119,642**	**117,853**	**24,197**	**-15.70%**	**-1.50%**	**44.99%**
SPICE	DOMESTIC	137,058	170,468	208,262	262,165	301,643	68,087	4.55%	15.06%	6.68%
	IMPORT	13,230	14,075	14,529	16,296	14,171	2,968	-28.51%	-13.04%	48.92%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPICE	**SPICE - TOTAL**	**150,288**	**184,543**	**222,791**	**278,461**	**315,813**	**71,055**	**2.57%**	**13.41%**	**8.58%**
STRAWBERRY	DOMESTIC	2,077	816	362	50	14	0	-100.00%	-71.56%	0.00%
	IMPORT	7,984	5,447	4,631	4,321	2,679	522	-50.33%	-38.00%	54.47%
	STRAWBERRY - TOTAL	**10,061**	**6,264**	**4,993**	**4,371**	**2,693**	**522**	**-50.42%**	**-38.38%**	**54.51%**
TANGERINE	DOMESTIC	215	540	14	10	0	0	n/a	-100.00%	0.00%
	IMPORT	3,117	3,315	3,192	3,408	1,758	254	-67.34%	-48.42%	42.92%
	TANGERINE - TOTAL	**3,332**	**3,855**	**3,206**	**3,418**	**1,758**	**254**	**-67.34%**	**-48.56%**	**42.92%**
WALNUT	IMPORT	0	0	0	13	126	0	-100.00%	900.00%	0.00%
	WALNUT - TOTAL	**0**	**0**	**0**	**13**	**126**	**0**	**-100.00%**	**900.00%**	**0.00%**
WHISKY	DOMESTIC	12,724	12,183	11,608	11,113	11,825	2,541	5.51%	6.41%	16.67%
	IMPORT	164,097	166,165	164,791	158,562	146,081	28,430	-15.36%	-7.87%	12.75%
	WHISKY - TOTAL	**176,821**	**178,348**	**176,399**	**169,675**	**157,907**	**30,971**	**-13.97%**	**-6.94%**	**13.04%**
LIQUEURS - TOTAL		**3,145,037**	**3,341,540**	**3,624,513**	**3,846,552**	**3,770,050**	**674,416**	**-14.13%**	**-1.99%**	**22.28%**

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ALMOND	DOMESTIC	$465	$510	$519	$579	$519	$99	-27.02%	-10.46%	70.12%
	IMPORT	$2,311	$2,541	$2,906	$3,126	$3,158	$595	-9.07%	1.01%	15.09%
	ALMOND - TOTAL	**$2,776**	**$3,051**	**$3,425**	**$3,706**	**$3,677**	**$695**	**-12.16%**	**-0.78%**	**22.86%**
ANISE / LICORICE	DOMESTIC	$352	$304	$180	$139	$76	$13	-61.55%	-45.11%	69.24%
	IMPORT	$4,062	$4,065	$4,357	$4,410	$4,383	$865	-7.14%	-0.61%	20.26%
	ANISE / LICORICE - TOTAL	**$4,413**	**$4,368**	**$4,537**	**$4,548**	**$4,459**	**$878**	**-9.09%**	**-1.96%**	**21.10%**
APPLE	IMPORT	$1,313	$1,354	$1,349	$1,388	$1,302	$257	-25.03%	-6.15%	49.37%
	APPLE - TOTAL	**$1,313**	**$1,354**	**$1,349**	**$1,388**	**$1,302**	**$257**	**-25.03%**	**-6.15%**	**49.37%**
APRICOT	DOMESTIC	$277	$300	$275	$235	$219	$43	-11.99%	-6.82%	1.91%
	IMPORT	$475	$407	$395	$418	$405	$78	-8.71%	-3.05%	12.78%
	APRICOT - TOTAL	**$752**	**$708**	**$670**	**$652**	**$624**	**$122**	**-9.91%**	**-4.41%**	**8.97%**
BANANA	DOMESTIC	$82	$105	$119	$508	$439	$63	-30.04%	-13.60%	18.68%
	IMPORT	$508	$521	$566	$662	$695	$146	-9.97%	4.99%	66.27%
	BANANA - TOTAL	**$590**	**$626**	**$685**	**$1,171**	**$1,135**	**$209**	**-17.12%**	**-3.09%**	**47.85%**
BERRY - OTHER	DOMESTIC	$2	$0	$0	$0	$3	$1	n/a	10,295.57%	0.00%
	IMPORT	$22	$1	$9	$46	$47	$7	-14.77%	2.18%	27.67%
	BERRY - OTHER - TOTAL	**$24**	**$1**	**$9**	**$46**	**$51**	**$8**	**-6.91%**	**9.36%**	**25.83%**
BLACK CURRANT / CASSIS	DOMESTIC	$0	$0	$0	$0	$3	$1	n/a	n/a	6.90%
	IMPORT	$299	$296	$306	$316	$291	$52	-20.37%	-8.04%	43.07%
	BLACK CURRANT / CASSIS - TOTAL	**$299**	**$296**	**$306**	**$316**	**$294**	**$53**	**-19.43%**	**-7.20%**	**42.74%**
BLACKBERRY	DOMESTIC	$46	$7	$0	$0	$3	$0	1,560.27%	13,595.82%	0.00%
	IMPORT	$47	$59	$94	$105	$106	$20	-14.88%	0.32%	37.67%
	BLACKBERRY - TOTAL	**$93**	**$66**	**$94**	**$106**	**$109**	**$20**	**-13.40%**	**3.15%**	**36.63%**

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BUTTERSCOTCH	DOMESTIC	$6	$10	$10	$9	$7	$1	-43.19%	-21.97%	89.60%
	IMPORT	$1,066	$1,151	$1,192	$1,264	$1,315	$287	-8.96%	3.99%	38.12%
	BUTTERSCOTCH - TOTAL	**$1,072**	**$1,161**	**$1,202**	**$1,273**	**$1,321**	**$289**	**-9.20%**	**3.81%**	**38.39%**
CACAO / CHOCOLATE	DOMESTIC	$93	$96	$112	$169	$157	$33	-17.95%	-6.88%	27.70%
	IMPORT	$222	$186	$168	$74	$2	$0	-100.10%	-97.20%	13.21%
	CACAO / CHOCOLATE - TOTAL	**$315**	**$282**	**$280**	**$243**	**$159**	**$33**	**-43.72%**	**-34.31%**	**27.51%**
CACAO / WHITE	DOMESTIC	$408	$424	$500	$709	$656	$128	-23.31%	-7.43%	58.85%
	IMPORT	$429	$408	$304	$162	$191	$52	64.59%	17.49%	11.58%
	CACAO / WHITE - TOTAL	**$837**	**$832**	**$804**	**$871**	**$847**	**$180**	**-9.23%**	**-2.79%**	**48.21%**
CHERRY	DOMESTIC	$0	$0	$44	$60	$25	$1	-94.16%	-59.09%	2.28%
	IMPORT	$258	$248	$259	$255	$243	$46	-11.83%	-5.00%	22.92%
	CHERRY - TOTAL	**$258**	**$248**	**$303**	**$316**	**$267**	**$47**	**-27.54%**	**-15.35%**	**21.01%**
CITRUS OTHER THAN ORANGE	IMPORT	$84	$103	$61	$55	$16	$0	-98.23%	-71.77%	-0.01%
	CITRUS OTHER THAN ORANGE - TOTAL	**$84**	**$103**	**$61**	**$55**	**$16**	**$0**	**-98.23%**	**-71.77%**	**-0.01%**
COCONUT	DOMESTIC	$3,644	$3,548	$3,744	$3,933	$3,855	$600	-19.99%	-2.00%	18.22%
	IMPORT	$503	$472	$439	$430	$427	$64	-24.57%	-0.60%	16.93%
	COCONUT - TOTAL	**$4,147**	**$4,020**	**$4,183**	**$4,363**	**$4,282**	**$664**	**-20.45%**	**-1.86%**	**18.09%**
COFFEE	DOMESTIC	$390	$404	$378	$304	$263	$55	-21.48%	-13.48%	19.49%
	IMPORT	$11,136	$11,243	$11,666	$11,310	$10,805	$1,782	-13.16%	-4.47%	15.20%
	COFFEE - TOTAL	**$11,526**	**$11,647**	**$12,044**	**$11,615**	**$11,068**	**$1,838**	**-13.43%**	**-4.70%**	**15.30%**
CRANBERRY	DOMESTIC	$0	$0	$0	$0	$3	$0	n/a	n/a	0.00%
	CRANBERRY - TOTAL	**$0**	**$0**	**$0**	**$0**	**$3**	**$0**	**n/a**	**n/a**	**0.00%**
	DOMESTIC	$257	$182	$113	$81	$39	$7	-58.07%	-51.52%	62.23%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
CREAM	IMPORT	$26,061	$27,198	$31,104	$32,735	$33,358	$5,065	-10.73%	1.90%	7.22%
	CREAM - TOTAL	**$26,318**	**$27,379**	**$31,217**	**$32,816**	**$33,397**	**$5,072**	**-10.87%**	**1.77%**	**7.28%**
EGG	IMPORT	$179	$177	$157	$153	$190	$27	22.29%	24.16%	3.87%
	EGG - TOTAL	**$179**	**$177**	**$157**	**$153**	**$190**	**$27**	**22.29%**	**24.16%**	**3.87%**
FRUIT - OTHER	DOMESTIC	$669	$1,148	$1,030	$1,134	$971	$131	-39.77%	-14.43%	11.80%
	IMPORT	$3,649	$4,511	$4,773	$4,952	$4,191	$777	-26.29%	-15.36%	42.06%
	FRUIT - OTHER - TOTAL	**$4,319**	**$5,659**	**$5,803**	**$6,086**	**$5,161**	**$907**	**-28.59%**	**-15.19%**	**36.37%**
GRAPE	DOMESTIC	$2	$2	$1	$1	$1	$0	5.82%	-23.33%	100.00%
	IMPORT	$0	$0	$0	$50	$238	$36	-26.77%	379.68%	17.84%
	GRAPE - TOTAL	**$2**	**$2**	**$1**	**$50**	**$239**	**$37**	**-26.64%**	**373.38%**	**18.05%**
GRAPE FRUIT	IMPORT	$12	$4	$0	$24	$39	$5	-39.91%	62.96%	27.03%
	GRAPE FRUIT - TOTAL	**$12**	**$4**	**$0**	**$24**	**$39**	**$5**	**-39.91%**	**62.96%**	**27.03%**
HAZELNUT	IMPORT	$764	$773	$818	$857	$800	$140	-18.86%	-6.67%	33.92%
	HAZELNUT - TOTAL	**$764**	**$773**	**$818**	**$857**	**$800**	**$140**	**-18.86%**	**-6.67%**	**33.92%**
HERBAL	DOMESTIC	$0	$0	$0	$56	$177	$36	-14.49%	217.74%	4.44%
	IMPORT	$6,021	$8,055	$11,531	$15,026	$14,998	$3,054	-20.34%	-0.18%	49.80%
	HERBAL - TOTAL	**$6,021**	**$8,055**	**$11,531**	**$15,081**	**$15,175**	**$3,089**	**-20.28%**	**0.62%**	**49.27%**
LEMON	IMPORT	$242	$288	$376	$603	$605	$97	-14.02%	0.34%	19.52%
	LEMON - TOTAL	**$242**	**$288**	**$376**	**$603**	**$605**	**$97**	**-14.02%**	**0.34%**	**19.52%**
LOGANBERRY	IMPORT	$8	$4	$8	$6	$7	$2	50.63%	12.60%	0.00%
	LOGANBERRY - TOTAL	**$8**	**$4**	**$8**	**$6**	**$7**	**$2**	**50.63%**	**12.60%**	**0.00%**
MACADAMIA	IMPORT	$0	$0	$0	$0	$24	$23	n/a	n/a	1.57%
	MACADAMIA - TOTAL	**$0**	**$0**	**$0**	**$0**	**$24**	**$23**	**n/a**	**n/a**	**1.57%**
MELON	DOMESTIC	$347	$314	$290	$289	$256	$48	-25.11%	-11.41%	66.26%

SPIRITS MARKET - LIQUEURS
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SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
MELON	IMPORT	$293	$272	$286	$284	$277	$54	-13.03%	-2.50%	58.16%
	MELON - TOTAL	**$640**	**$587**	**$576**	**$572**	**$532**	**$103**	**-19.15%**	**-7.00%**	**62.06%**
MINT	DOMESTIC	$599	$611	$649	$676	$623	$137	-7.26%	-7.86%	23.19%
	IMPORT	$0	$3	$7	$6	$5	$1	-28.72%	-9.06%	30.49%
	MINT - TOTAL	**$599**	**$613**	**$656**	**$681**	**$628**	**$138**	**-7.45%**	**-7.87%**	**23.25%**
ORANGE	DOMESTIC	$2,517	$2,695	$2,933	$2,972	$3,082	$559	-7.38%	3.71%	24.44%
	IMPORT	$7,008	$7,207	$7,566	$7,859	$7,790	$1,301	-16.12%	-0.88%	28.23%
	ORANGE - TOTAL	**$9,525**	**$9,902**	**$10,499**	**$10,831**	**$10,872**	**$1,859**	**-13.67%**	**0.38%**	**27.15%**
OTHER	DOMESTIC	$255	$258	$228	$195	$147	$23	-48.50%	-24.96%	18.82%
	IMPORT	$793	$972	$766	$552	$509	$76	-36.08%	-7.87%	19.68%
	OTHER - TOTAL	**$1,047**	**$1,229**	**$995**	**$748**	**$655**	**$99**	**-39.50%**	**-12.34%**	**19.48%**
PEACH	DOMESTIC	$1,185	$1,149	$1,168	$1,166	$1,159	$220	-12.36%	-0.59%	50.84%
	IMPORT	$76	$94	$101	$105	$106	$19	-20.97%	1.20%	74.60%
	PEACH - TOTAL	**$1,261**	**$1,243**	**$1,269**	**$1,271**	**$1,266**	**$239**	**-13.11%**	**-0.44%**	**52.84%**
PEAR	DOMESTIC	$0	$81	$49	$5	$7	$0	-46.20%	39.29%	-0.18%
	IMPORT	$125	$125	$122	$128	$122	$22	-16.35%	-4.49%	29.48%
	PEAR - TOTAL	**$125**	**$205**	**$171**	**$133**	**$129**	**$22**	**-16.60%**	**-2.87%**	**27.90%**
PINEAPPLE	DOMESTIC	$403	$304	$262	$326	$334	$43	-29.42%	2.70%	5.39%
	IMPORT	$102	$90	$74	$2	$0	$0	-100.00%	-100.00%	0.00%
	PINEAPPLE - TOTAL	**$505**	**$395**	**$335**	**$328**	**$334**	**$43**	**-29.98%**	**2.04%**	**5.39%**
PLUM	IMPORT	$19	$21	$20	$23	$24	$5	14.05%	4.88%	1.63%
	PLUM - TOTAL	**$19**	**$21**	**$20**	**$23**	**$24**	**$5**	**14.05%**	**4.88%**	**1.63%**
RASPBERRY	DOMESTIC	$40	$41	$36	$36	$48	$12	29.85%	32.87%	76.70%
	IMPORT	$1,852	$2,232	$2,585	$3,009	$2,980	$613	-14.74%	-0.97%	44.88%
	RASPBERRY - TOTAL	**$1,891**	**$2,273**	**$2,622**	**$3,045**	**$3,028**	**$625**	**-14.17%**	**-0.57%**	**45.38%**
SPICE	DOMESTIC	$3,734	$4,654	$5,695	$7,207	$8,584	$2,008	10.86%	19.11%	6.08%
	IMPORT	$433	$467	$484	$533	$485	$102	-26.63%	-9.09%	48.59%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPICE	**SPICE - TOTAL**	**$4,167**	**$5,120**	**$6,180**	**$7,740**	**$9,068**	**$2,110**	**8.19%**	**17.17%**	**8.36%**
STRAWBERRY	DOMESTIC	$58	$22	$8	$1	$0	$0	-100.00%	-71.18%	0.00%
	IMPORT	$398	$268	$205	$177	$78	$14	-69.23%	-56.07%	50.00%
	STRAWBERRY - TOTAL	**$455**	**$290**	**$213**	**$178**	**$78**	**$14**	**-69.26%**	**-56.17%**	**50.05%**
TANGERINE	DOMESTIC	$5	$9	$0	$0	$0	$0	n/a	-100.00%	0.00%
	IMPORT	$73	$77	$76	$82	$43	$6	-66.82%	-47.44%	42.92%
	TANGERINE - TOTAL	**$77**	**$86**	**$76**	**$82**	**$43**	**$6**	**-66.82%**	**-47.54%**	**42.92%**
WALNUT	IMPORT	$0	$0	$0	$1	$6	$0	-100.00%	900.00%	0.00%
	WALNUT - TOTAL	**$0**	**$0**	**$0**	**$1**	**$6**	**$0**	**-100.00%**	**900.00%**	**0.00%**
WHISKY	DOMESTIC	$330	$317	$315	$312	$355	$78	12.58%	14.10%	16.53%
	IMPORT	$5,200	$5,259	$5,364	$5,355	$5,035	$970	-14.45%	-5.97%	12.38%
	WHISKY - TOTAL	**$5,530**	**$5,576**	**$5,679**	**$5,666**	**$5,391**	**$1,047**	**-12.90%**	**-4.87%**	**12.66%**
LIQUEURS - TOTAL		**$92,208**	**$98,642**	**$109,154**	**$117,645**	**$117,305**	**$21,003**	**-13.59%**	**-0.29%**	**22.23%**

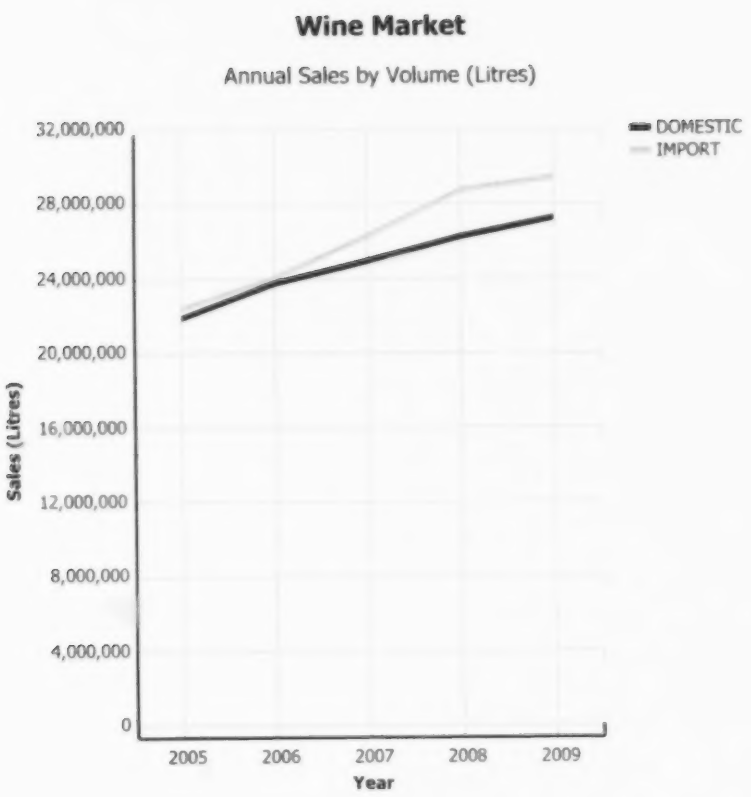
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

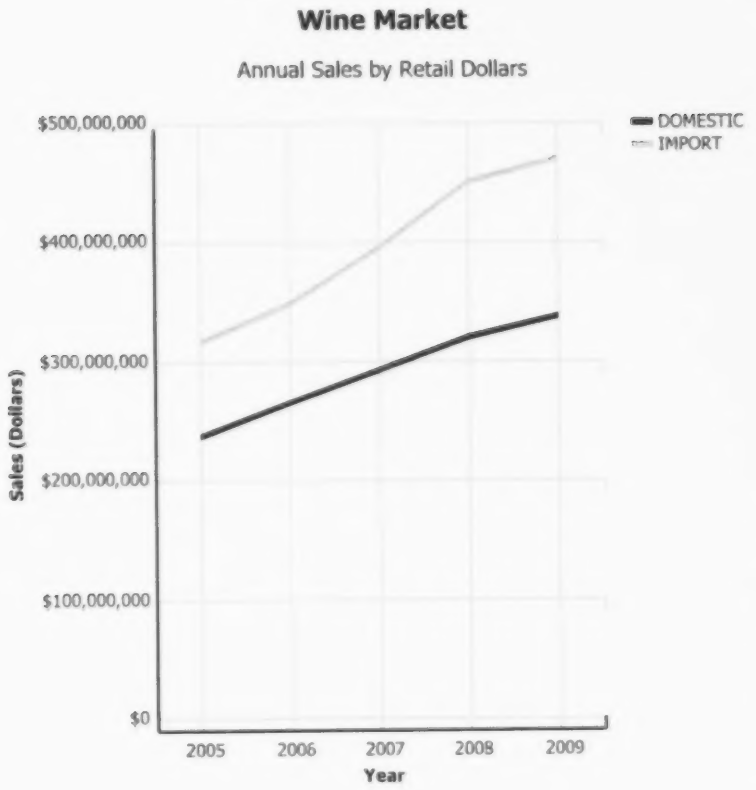
		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPIRITS	DOMESTIC	14,056,389	14,409,256	14,700,993	15,053,759	15,090,333	3,166,892	-1.32%	0.24%	12.03%
	IMPORT	8,280,297	8,883,532	9,636,101	10,274,644	10,648,815	2,044,610	-7.09%	3.64%	17.05%
SPIRITS		**22,336,686**	**23,292,788**	**24,337,094**	**25,328,403**	**25,739,148**	**5,211,502**	**-3.67%**	**1.62%**	**14.11%**

SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPIRITS	DOMESTIC	$339,060	$350,582	$369,424	$392,156	$408,445	$85,632	0.27%	4.15%	11.65%
	IMPORT	$248,245	$269,728	$298,791	$330,227	$351,818	$67,834	-5.28%	6.54%	17.84%
SPIRITS		**$587,306**	**$620,310**	**$668,214**	**$722,383**	**$760,263**	**$153,466**	**-2.26%**	**5.24%**	**14.52%**

Wine Market (Domestic & Imported)

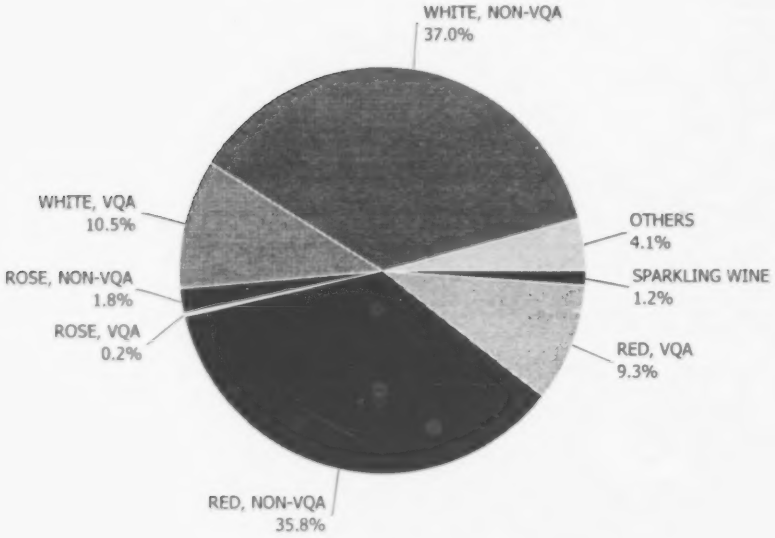




Wine Market - Domestic Wine

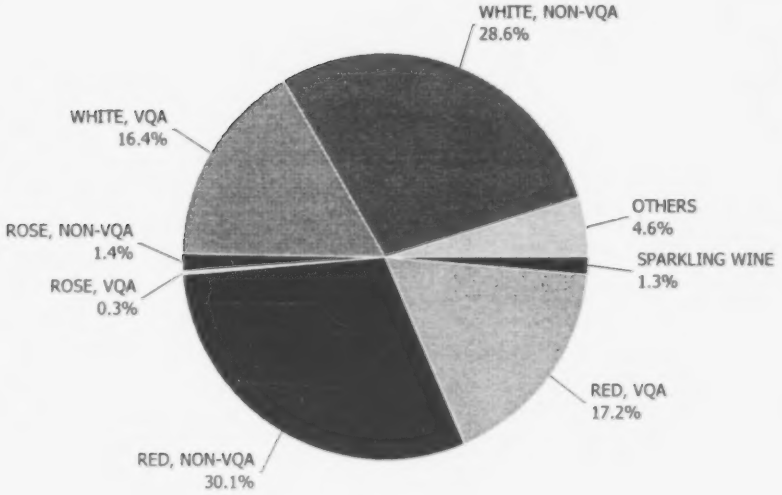
Domestic Wine Market Share

Current Quarter by Volume (Litres)



Domestic Wine Market Share

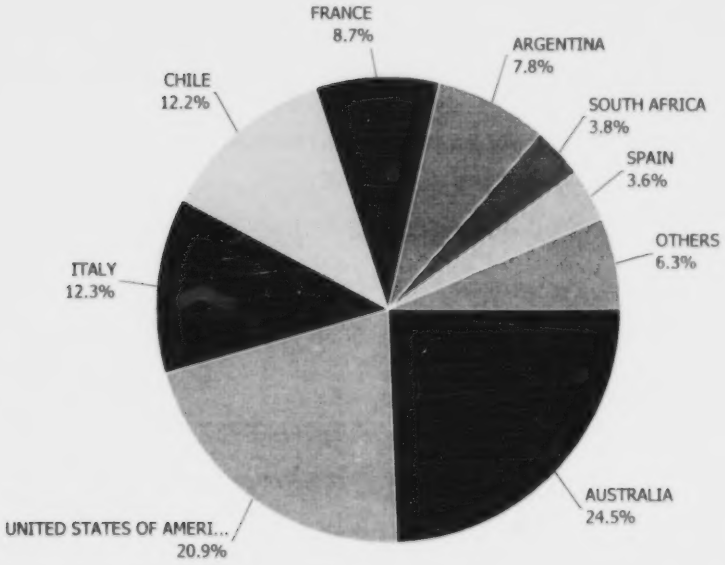
Current Quarter by Retail Dollars



Wine Market - Import Wine

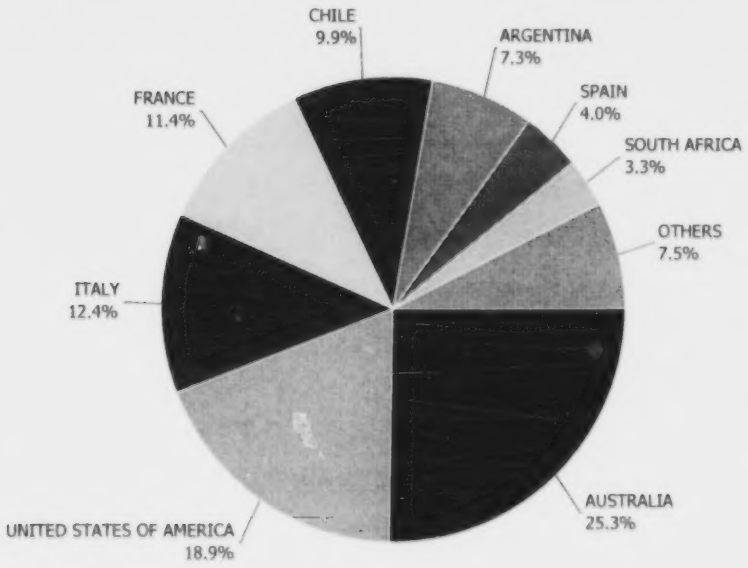
Import Wine Market Share

Current Quarter by Volume (Litres)



Import Wine Market Share

Current Quarter by Retail Dollars



DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	5,638	5,469	5,353	5,713	6,476	1,461	6.16%	13.36%	0.47%
		BC	NON-VQA	18	158	948	669	889	93	-24.65%	32.75%	9.71%
		FLAVOURED		**5,657**	**5,627**	**6,301**	**6,382**	**7,365**	**1,554**	**3.63%**	**15.40%**	**1.59%**
	FRUIT	OTHER	NON-VQA	1,823	2,752	966	1,163	582	97	-65.61%	-49.97%	3.09%
		BC	NON-VQA	95,786	106,558	128,497	141,636	122,045	12,347	-27.06%	-13.83%	1.28%
		FRUIT		**97,609**	**109,310**	**129,463**	**142,799**	**122,627**	**12,444**	**-27.69%**	**-14.13%**	**1.29%**
	OTHER	BC	NON-VQA	1,192	2,397	3,013	2,376	5,524	534	-10.61%	132.49%	6.22%
		OTHER		**1,192**	**2,397**	**3,013**	**2,376**	**5,524**	**534**	**-10.61%**	**132.49%**	**6.22%**
	OTHER FORTIFIED	OTHER	NON-VQA	2,764	3,682	3,097	2,081	1,396	287	-20.04%	-32.94%	0.30%
		BC	NON-VQA	2,138	4,084	11,279	14,163	12,514	802	-3.69%	-11.64%	2.29%
			VQA	231	1,078	323	87	318	12	-81.71%	265.95%	9.66%
		OTHER FORTIFIED		**5,133**	**8,843**	**14,698**	**16,331**	**14,228**	**1,102**	**-12.43%**	**-12.88%**	**2.26%**
	PORT	OTHER	NON-VQA	5,251	5,563	5,266	4,800	3,956	392	-49.42%	-17.58%	3.98%
		BC	NON-VQA	58,981	58,319	57,299	58,192	61,566	13,236	-2.78%	5.80%	10.50%
			VQA	5,692	10,869	6,667	3,952	3,604	148	-70.10%	-8.81%	3.02%
		PORT		**69,924**	**74,751**	**69,232**	**66,945**	**69,127**	**13,776**	**-7.45%**	**3.26%**	**9.74%**
	SAKE	BC	NON-VQA	1,093	569	1,582	5,895	8,039	1,837	22.73%	36.37%	34.99%
		SAKE		**1,093**	**569**	**1,582**	**5,895**	**8,039**	**1,837**	**22.73%**	**36.37%**	**34.99%**
	SHERRY	BC	NON-VQA	914,878	879,134	838,702	817,216	791,786	183,417	-6.44%	-3.11%	0.65%
		SHERRY		**914,878**	**879,134**	**838,702**	**817,216**	**791,786**	**183,417**	**-6.44%**	**-3.11%**	**0.65%**
	VERMOUTH	BC	NON-VQA	8	2	-8	9	0	0	100.00%	-100.00%	0.00%
		VERMOUTH		**8**	**2**	**-8**	**9**	**0**	**0**	**100.00%**	**-100.00%**	**0.00%**
	APERITIF, DESSERT AND FORTIFIED WINE			**1,095,495**	**1,080,634**	**1,062,983**	**1,057,952**	**1,018,696**	**214,663**	**-7.87%**	**-3.71%**	**1.68%**
SPARKLING WINE	SPARKLING ICE WINE	BC	VQA	128	107	149	95	63	28	1.33%	-33.99%	17.96%
		SPARKLING ICE WINE		**128**	**107**	**149**	**95**	**63**	**28**	**1.33%**	**-33.99%**	**17.96%**
	RED	BC	NON-VQA	49,182	47,675	46,913	49,362	51,370	9,388	-22.59%	4.07%	1.04%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	RED	BC	VQA	96	161	3,387	3,985	2,811	308	-63.07%	-29.46%	1.60%
		SPARKLING WINE RED		**49,278**	**47,836**	**50,300**	**53,347**	**54,181**	**9,697**	**-25.20%**	**1.56%**	**1.07%**
	ROSE	OTHER	NON-VQA	634	622	36	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	2,876	3,088	3,858	1,494	2,456	197	-38.55%	64.41%	43.82%
			VQA	1,094	2,979	6,219	3,916	3,190	489	-31.80%	-18.54%	2.16%
		SPARKLING WINE ROSE		**4,604**	**6,689**	**10,113**	**5,410**	**5,646**	**686**	**-33.89%**	**4.37%**	**20.28%**
	WHITE	OTHER	NON-VQA	31,870	35,883	31,743	19,630	17,402	2,618	-34.05%	-11.35%	13.67%
			VQA	0	77	159	429	104	23	-50.79%	-75.70%	0.00%
		BC	NON-VQA	344,065	325,090	307,122	319,682	312,102	44,983	-34.24%	-2.37%	17.55%
			VQA	54,369	87,929	79,654	75,272	69,87[illegible]	9,964	-25.57%	-7.17%	33.95%
		SPARKLING WINE WHITE		**430,303**	**448,980**	**418,679**	**415,013**	**399,481**	**57,588**	**-32.89%**	**-3.74%**	**20.24%**
	SPARKLING WINE			**484,314**	**503,613**	**479,241**	**473,864**	**459,370**	**68,000**	**-31.89%**	**-3.06%**	**17.98%**
TABLE WINE	ICE WINE RED	OTHER	VQA	257	152	220	583	465	43	-66.57%	-20.17%	0.40%
		BC	NON-VQA	53	122	229	39	57	2	40.62%	45.94%	0.00%
			VQA	6,307	6,282	6,805	5,353	4,617	625	-17.48%	-13.75%	2.44%
		ICE WINE RED		**6,617**	**6,556**	**7,253**	**5,975**	**5,139**	**670**	**-24.45%**	**-13.99%**	**2.23%**
	ICE WINE ROSE	BC	VQA	572	974	569	355	53	7	-66.04%	-85.00%	0.00%
		ICE WINE ROSE		**572**	**974**	**569**	**355**	**53**	**7**	**-66.04%**	**-85.00%**	**0.00%**
	ICE WINE WHITE	OTHER	NON-VQA	1,499	1,433	1,374	2,157	2,066	477	12.13%	-4.22%	1.11%
			VQA	8,884	5,470	4,686	13,765	8,302	991	-62.65%	-39.69%	0.42%
		BC	NON-VQA	2,038	931	277	564	218	27	-60.61%	-61.45%	53.41%
			VQA	31,391	32,980	29,121	29,947	29,857	4,817	-17.99%	-0.30%	7.25%
		ICE WINE WHITE		**43,813**	**40,814**	**35,458**	**46,433**	**40,442**	**6,311**	**-30.02%**	**-12.90%**	**5.78%**
	RED	OTHER	NON-VQA	145	326	3,214	32,557	11,317	511	-90.98%	-65.24%	14.16%
			VQA	3,611	4,704	8,383	10,913	13,766	2,858	-3.96%	26.14%	9.26%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	RED	BC	NON-VQA	6,286,065	6,853,566	7,478,510	8,231,825	8,907,136	1,955,269	0.92%	8.20%	15.83%
			VQA	2,523,863	3,054,050	3,030,117	2,885,628	2,802,815	507,228	-3.07%	-2.87%	27.08%
		TABLE WINE RED		**8,813,685**	**9,912,645**	**10,520,224**	**11,160,924**	**11,735,034**	**2,465,866**	**-0.14%**	**5.14%**	**18.51%**
	ROSE	OTHER	VQA	0	0	0	0	306	0	n/a	n/a	0.00%
		BC	NON-VQA	285,817	326,735	367,998	423,486	492,682	100,177	3.06%	16.34%	5.23%
			VQA	61,657	68,511	88,668	112,144	124,824	11,349	4.86%	11.31%	6.88%
		TABLE WINE ROSE		**347,474**	**395,246**	**456,665**	**535,631**	**617,812**	**111,526**	**3.24%**	**15.34%**	**5.61%**
	WHITE	OTHER	NON-VQA	59	253	2,523	31,154	12,489	387	-92.34%	-59.91%	10.95%
			VQA	7,250	4,316	7,097	8,447	8,218	1,451	-38.32%	-2.72%	17.03%
		BC	NON-VQA	8,154,078	8,394,792	8,905,776	9,507,470	9,940,147	2,016,948	-4.77%	4.55%	15.04%
			VQA	3,080,354	3,554,126	3,592,045	3,531,026	3,536,842	569,783	-3.49%	0.16%	24.69%
		TABLE WINE WHITE		**11,241,741**	**11,953,487**	**12,507,441**	**13,078,098**	**13,497,695**	**2,588,569**	**-4.68%**	**3.21%**	**17.57%**
	TABLE WINE			**20,453,902**	**22,309,723**	**23,527,611**	**24,827,415**	**25,896,175**	**5,172,949**	**-2.46%**	**4.30%**	**17.69%**
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	0	610	986	2,390	9	0	-100.00%	-99.64%	0.00%
			VQA	1,800	4,147	2,270	4,867	4,656	5	-99.69%	-4.34%	0.00%
		BC	NON-VQA	1,923	8	0	6,514	12,704	1,527	113.81%	95.01%	0.09%
			VQA	3,973	2,773	12,780	9,304	1,096	4	-99.59%	-88.22%	0.00%
		WINE - GIFT PACKS ALL		**7,696**	**7,538**	**16,036**	**23,076**	**18,465**	**1,536**	**-56.18%**	**-19.98%**	**0.08%**
	WINE - GIFT PACKS			**7,696**	**7,538**	**16,036**	**23,076**	**18,465**	**1,536**	**-56.18%**	**-19.98%**	**0.08%**
DOMESTIC WINE - TOTAL				**22,041,406**	**23,901,507**	**25,085,871**	**26,382,308**	**27,392,706**	**5,457,147**	**-3.23%**	**3.83%**	**17.09%**

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	$77	$75	$77	$85	$98	$22	6.45%	14.19%	0.47%
		BC	NON-VQA	$1	$6	$32	$25	$29	$3	-11.21%	14.47%	7.25%
		FLAVOURED		**$78**	**$81**	**$109**	**$111**	**$127**	**$25**	**3.84%**	**14.25%**	**2.03%**
	FRUIT	OTHER	NON-VQA	$83	$198	$43	$60	$41	$7	-45.96%	-32.01%	3.09%
		BC	NON-VQA	$2,195	$2,477	$3,246	$3,750	$3,253	$334	-30.53%	-13.26%	1.81%
		FRUIT		**$2,277**	**$2,675**	**$3,289**	**$3,809**	**$3,293**	**$341**	**-30.92%**	**-13.55%**	**1.82%**
	OTHER	BC	NON-VQA	$24	$77	$94	$63	$147	$14	-6.26%	134.06%	6.03%
		OTHER		**$24**	**$77**	**$94**	**$63**	**$147**	**$14**	**-6.26%**	**134.06%**	**6.03%**
	OTHER FORTIFIED	OTHER	NON-VQA	$126	$168	$141	$96	$65	$13	-19.79%	-32.42%	0.30%
		BC	NON-VQA	$99	$188	$426	$620	$626	$47	8.94%	0.96%	2.48%
			VQA	$7	$62	$22	$6	$24	$1	-82.48%	277.49%	9.68%
		OTHER FORTIFIED		**$233**	**$418**	**$589**	**$722**	**$714**	**$61**	**-5.32%**	**-1.04%**	**2.52%**
	PORT	OTHER	NON-VQA	$67	$71	$68	$60	$50	$5	-49.12%	-16.71%	3.99%
		BC	NON-VQA	$542	$552	$588	$662	$748	$135	-5.26%	13.02%	10.08%
			VQA	$217	$410	$265	$179	$163	$8	-61.85%	-8.63%	2.89%
		PORT		**$826**	**$1,033**	**$921**	**$900**	**$961**	**$148**	**-14.77%**	**6.74%**	**8.54%**
	SAKE	BC	NON-VQA	$7	$4	$31	$172	$200	$43	-6.30%	16.20%	8.90%
		SAKE		**$7**	**$4**	**$31**	**$172**	**$200**	**$43**	**-6.30%**	**16.20%**	**8.90%**
	SHERRY	BC	NON-VQA	$6,595	$6,229	$6,122	$5,916	$5,761	$1,333	-6.43%	-2.61%	0.66%
		SHERRY		**$6,595**	**$6,229**	**$6,122**	**$5,916**	**$5,761**	**$1,333**	**-6.43%**	**-2.61%**	**0.66%**
	VERMOUTH	BC	NON-VQA	$0	$0	$0	$0	$0	$0	100.00%	-100.00%	0.00%
		VERMOUTH		**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**100.00%**	**-100.00%**	**0.00%**
	APERITIF, DESSERT AND FORTIFIED WINE			**$10,041**	**$10,516**	**$11,155**	**$11,693**	**$11,202**	**$1,966**	**-12.32%**	**-4.19%**	**2.03%**
SPARKLING WINE	SPARKLING ICE WINE	BC	VQA	$17	$15	$21	$13	$9	$4	1.33%	-33.59%	17.96%
		SPARKLING ICE WINE		**$17**	**$15**	**$21**	**$13**	**$9**	**$4**	**1.33%**	**-33.59%**	**17.96%**
	RED	BC	NON-VQA	$357	$343	$363	$400	$418	$74	-23.80%	4.39%	1.40%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	RED	BC	VQA	$2	$4	$99	$124	$82	$10	-61.75%	-33.61%	1.63%
	SPARKLING WINE RED			**$359**	**$347**	**$462**	**$524**	**$500**	**$84**	**-31.67%**	**-4.61%**	**1.44%**
	ROSE	OTHER	NON-VQA	$7	$6	$0	$0	$0	$0	n/a	n/a	0.00%
		BC	NON-VQA	$65	$66	$82	$53	$85	$7	-35.30%	60.85%	43.66%
			VQA	$28	$114	$188	$123	$104	$16	-28.25%	-15.90%	2.14%
	SPARKLING WINE ROSE			**$100**	**$186**	**$271**	**$176**	**$189**	**$23**	**-30.63%**	**7.12%**	**20.84%**
	WHITE	OTHER	NON-VQA	$339	$375	$335	$207	$185	$28	-33.90%	-10.58%	13.72%
			VQA	$0	$2	$5	$13	$3	$1	-46.82%	-75.37%	0.00%
		BC	NON-VQA	$2,711	$2,615	$2,631	$2,724	$2,732	$376	-34.29%	0.27%	22.68%
			VQA	$1,386	$2,179	$2,173	$2,160	$2,089	$295	-24.77%	-3.28%	31.89%
	SPARKLING WINE WHITE			**$4,436**	**$5,172**	**$5,144**	**$5,105**	**$5,010**	**$699**	**-30.59%**	**-1.87%**	**26.17%**
	SPARKLING WINE			**$4,912**	**$5,719**	**$5,897**	**$5,819**	**$5,707**	**$810**	**-30.59%**	**-1.92%**	**23.82%**
TABLE WINE	ICE WINE RED	OTHER	VQA	$36	$21	$31	$128	$97	$6	-79.12%	-24.30%	0.27%
		BC	NON-VQA	$9	$19	$43	$7	$12	$0	40.65%	87.60%	0.00%
			VQA	$1,124	$1,063	$1,161	$749	$694	$81	-13.30%	-7.41%	1.88%
	ICE WINE RED			**$1,169**	**$1,102**	**$1,235**	**$884**	**$803**	**$87**	**-28.55%**	**-9.15%**	**1.66%**
	ICE WINE ROSE	BC	VQA	$52	$89	$52	$33	$5	$1	-65.80%	-84.88%	0.00%
	ICE WINE ROSE			**$52**	**$89**	**$52**	**$33**	**$5**	**$1**	**-65.80%**	**-84.88%**	**0.00%**
	ICE WINE WHITE	OTHER	NON-VQA	$166	$160	$155	$248	$233	$54	12.16%	-5.86%	1.11%
			VQA	$1,158	$677	$567	$1,958	$1,184	$140	-62.39%	-39.54%	0.36%
		BC	NON-VQA	$74	$34	$52	$118	$31	$1	-92.24%	-74.00%	46.35%
			VQA	$3,805	$4,159	$3,701	$3,757	$3,768	$617	-13.19%	0.29%	6.77%
	ICE WINE WHITE			**$5,204**	**$5,030**	**$4,475**	**$6,080**	**$5,215**	**$811**	**-28.85%**	**-14.22%**	**5.29%**
	RED	OTHER	NON-VQA	$3	$5	$38	$318	$118	$7	-87.78%	-62.86%	17.67%
			VQA	$60	$80	$148	$214	$286	$54	-13.29%	33.78%	10.01%
		BC	NON-VQA	$55,217	$60,444	$69,066	$79,010	$88,346	$18,703	2.74%	11.82%	15.36%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	RED	BC	VQA	$44,987	$56,452	$62,149	$63,817	$64,229	$10,656	-6.20%	0.65%	24.33%
	TABLE WINE RED			**$100,268**	**$116,981**	**$131,401**	**$143,358**	**$152,979**	**$29,420**	**-0.89%**	**6.71%**	**19.12%**
	ROSE	OTHER	VQA	$0	$0	$0	$0	$4	$0	n/a	n/a	0.00%
		BC	NON-VQA	$2,524	$2,837	$3,361	$3,947	$4,781	$900	1.62%	21.13%	7.19%
			VQA	$827	$914	$1,297	$1,917	$2,248	$193	7.54%	17.29%	6.66%
	TABLE WINE ROSE			**$3,351**	**$3,751**	**$4,658**	**$5,864**	**$7,033**	**$1,093**	**2.62%**	**19.94%**	**7.07%**
	WHITE	OTHER	NON-VQA	$2	$4	$31	$304	$127	$5	-89.85%	-58.16%	13.97%
			VQA	$599	$74	$123	$169	$187	$30	-37.36%	10.44%	16.91%
		BC	NON-VQA	$65,664	$67,784	$75,041	$83,637	$90,596	$17,794	-2.10%	8.32%	14.91%
			VQA	$47,685	$55,798	$60,071	$63,560	$65,460	$10,189	-4.65%	2.99%	23.50%
	TABLE WINE WHITE			**$113,949**	**$123,659**	**$135,266**	**$147,670**	**$156,370**	**$28,018**	**-3.26%**	**5.89%**	**18.51%**
	TABLE WINE			**$223,993**	**$250,612**	**$277,086**	**$303,889**	**$322,406**	**$59,429**	**-2.53%**	**6.09%**	**18.29%**
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	$0	$41	$66	$101	$0	$0	-100.00%	-99.60%	0.00%
			VQA	$237	$650	$356	$761	$728	$1	-99.69%	-4.32%	0.00%
		BC	NON-VQA	$33	$0	$0	$101	$211	$28	151.86%	108.74%	0.12%
			VQA	$92	$82	$301	$181	$41	$0	-99.21%	-77.56%	0.00%
	WINE - GIFT PACKS ALL			**$362**	**$773**	**$722**	**$1,144**	**$980**	**$29**	**-89.65%**	**-14.30%**	**0.03%**
	WINE - GIFT PACKS			**$362**	**$773**	**$722**	**$1,144**	**$980**	**$29**	**-89.65%**	**-14.30%**	**0.03%**
DOMESTIC WINE - TOTAL				**$239,308**	**$267,621**	**$294,860**	**$322,544**	**$340,296**	**$62,233**	**-3.75%**	**5.50%**	**17.80%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,222	2,576	2,588	2,725	2,930	541	-9.08%	7.54%	2.12%
		ITALY	20	18	62	21	74	8	133.33%	247.37%	5.05%
		UNITED STATES OF AMERICA	0	0	0	40	12,778	2,860	31,683.33%	31,451.85%	0.16%
		FLAVOURED	**2,242**	**2,594**	**2,649**	**2,787**	**15,783**	**3,409**	**461.52%**	**466.38%**	**0.55%**
	FRUIT	ARMENIA	0	121	74	83	1	0	-100.00%	-99.10%	0.00%
		CHINA	162	2	1	0	0	0	n/a	-100.00%	0.00%
		DENMARK	3,256	3,106	2,338	34	0	0	-100.00%	-100.00%	0.00%
		JAPAN	6,515	6,847	7,662	9,390	10,028	2,672	9.66%	6.80%	27.12%
		KOREA - SOUTH	0	0	0	24	438	22	-5.06%	1,748.10%	0.00%
		UNITED STATES OF AMERICA	1,396	1,302	1,786	1,844	1,968	307	-41.32%	6.77%	86.72%
		FRUIT	**11,330**	**11,378**	**11,861**	**11,374**	**12,435**	**3,001**	**0.28%**	**9.33%**	**38.87%**
	MADEIRA	PORTUGAL	5,032	5,238	5,262	5,883	5,532	1,238	-7.33%	-5.97%	22.80%
		MADEIRA	**5,032**	**5,238**	**5,262**	**5,883**	**5,532**	**1,238**	**-7.33%**	**-5.97%**	**22.80%**
	MONTILLA	SPAIN	9,868	11,532	10,874	11,152	11,390	2,539	-4.84%	2.14%	2.39%
		MONTILLA	**9,868**	**11,532**	**10,874**	**11,152**	**11,390**	**2,539**	**-4.84%**	**2.14%**	**2.39%**
	OTHER	AUSTRALIA	0	8	13	4	0	0	n/a	-100.00%	0.00%
		OTHER	**0**	**8**	**13**	**4**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
	OTHER FORTIFIED	AUSTRALIA	90	90	844	891	429	89	-44.24%	-51.89%	29.92%
		CHINA	5,219	5,593	5,208	6,465	7,216	1,961	2.18%	11.61%	23.84%
		FRANCE	46,305	42,789	40,019	37,668	35,924	7,275	-9.79%	-4.63%	5.96%
		GREECE	97	126	116	566	520	36	-89.63%	-8.09%	0.00%
		ITALY	13,138	14,172	14,440	15,323	15,771	3,874	-3.50%	2.92%	36.10%
		JAPAN	0	0	0	0	36	32	n/a	n/a	0.00%
		KOREA - SOUTH	12,000	12,427	9,207	7,353	5,922	1,247	-10.52%	-19.46%	43.27%
		PORTUGAL	110	123	16	0	0	0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	2,400	2,682	2,564	2,609	2,088	514	-19.88%	-19.95%	24.62%
		URUGUAY	0	0	0	9	4	0	n/a	-50.00%	0.00%
		OTHER FORTIFIED	**79,358**	**78,002**	**72,415**	**70,884**	**67,910**	**15,027**	**-9.34%**	**-4.25%**	**18.81%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	PORT	AUSTRALIA	33,630	36,160	35,305	32,981	31,196	7,521	-6.57%	-5.41%	7.75%
		PORTUGAL	80,212	84,367	87,993	90,466	91,257	16,998	-13.22%	0.87%	12.07%
		SOUTH AFRICA	20,850	19,952	23,654	24,008	20,635	4,607	-12.44%	-14.05%	7.04%
		UNITED STATES OF AMERICA	55	27	48	74	32	14	-73.61%	-56.12%	0.00%
		PORT	**134,747**	**140,506**	**147,000**	**147,529**	**143,119**	**29,140**	**-11.57%**	**-2.99%**	**10.40%**
	SAKE	JAPAN	45,828	48,812	53,856	64,450	66,646	15,773	-1.01%	3.41%	32.21%
		KOREA - SOUTH	677	2,918	4,498	3,566	2,894	522	-39.12%	-18.85%	53.70%
		UNITED STATES OF AMERICA	274,281	276,013	295,734	312,818	318,621	79,555	-1.93%	1.86%	69.00%
		SAKE	**320,787**	**327,743**	**354,088**	**380,835**	**388,162**	**95,850**	**-2.10%**	**1.92%**	**62.57%**
	SHERRY	AUSTRALIA	30,279	29,885	30,687	29,158	29,541	6,794	-6.37%	1.31%	1.15%
		NEW ZEALAND	33,991	33,755	31,630	30,741	27,588	6,121	-10.67%	-10.26%	0.89%
		SOUTH AFRICA	24,094	28,082	29,074	30,408	29,596	6,728	-12.42%	-2.67%	1.56%
		SPAIN	87,169	84,866	82,660	80,351	75,052	14,792	-10.35%	-6.59%	3.56%
		SHERRY	**175,532**	**176,589**	**174,051**	**170,657**	**161,777**	**34,434**	**-10.07%**	**-5.20%**	**2.30%**
	VERMOUTH	FRANCE	24,528	25,646	23,451	24,943	22,982	4,393	-23.08%	-7.86%	9.17%
		ITALY	238,478	238,876	234,420	228,931	219,173	45,782	-7.99%	-4.26%	4.78%
		UNITED STATES OF AMERICA	21	58	104	65	68	45	140.00%	4.60%	57.14%
		VERMOUTH	**263,028**	**264,580**	**257,976**	**253,939**	**242,223**	**50,220**	**-9.49%**	**-4.61%**	**5.21%**
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			**1,001,924**	**1,018,171**	**1,036,189**	**1,055,044**	**1,048,332**	**234,860**	**-5.60%**	**-0.64%**	27.98%
TABLE WINE	ARGENTINA RED	CANADA BOTTLED	17,272	12,543	74	-1	0	0	n/a	100.00%	0.00%
		IMPORT BOTTLED	487,936	609,767	819,610	1,161,589	1,722,949	442,990	31.37%	48.33%	7.47%
		RED - TOTAL	**505,208**	**622,310**	**819,685**	**1,161,588**	**1,722,949**	**442,990**	**31.37%**	**48.33%**	**7.47%**
	ROSE	IMPORT BOTTLED	0	0	0	180	121	44	n/a	-32.92%	18.63%
		ROSE - TOTAL	**0**	**0**	**0**	**180**	**121**	**44**	**n/a**	**-32.92%**	**18.63%**
	WHITE	IMPORT BOTTLED	124,082	138,461	149,599	160,565	216,558	53,413	38.40%	34.87%	8.89%
		WHITE - TOTAL	**124,082**	**138,461**	**149,599**	**160,565**	**216,558**	**53,413**	**38.40%**	**34.87%**	**8.89%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	ARGENTINA	**TOTAL**		**629,290**	**760,772**	**969,284**	**1,322,333**	**1,939,627**	**496,447**	**32.09%**	**46.68%**	**7.63%**
	ARMENIA	RED	IMPORT BOTTLED	0	218	1	1	0	0	n/a	-100.00%	0.00%
			RED - TOTAL	**0**	**218**	**1**	**1**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
		ROSE	IMPORT BOTTLED	0	63	0	0	0	0	n/a	n/a	0.00%
			ROSE - TOTAL	**0**	**63**	**0**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
		WHITE	IMPORT BOTTLED	0	187	46	35	47	9	n/a	34.04%	0.00%
			WHITE - TOTAL	**0**	**187**	**46**	**35**	**47**	**9**	**n/a**	**34.04%**	**0.00%**
		TOTAL		**0**	**468**	**47**	**36**	**47**	**9**	**n/a**	**31.25%**	**0.00%**
	AUSTRALIA	RED	CANADA BOTTLED	93,232	86,736	75,010	47,731	12,829	2,655	20.27%	-73.12%	16.21%
			IMPORT BOTTLED	4,522,125	5,146,693	5,718,362	5,807,508	5,193,036	1,075,326	-18.81%	-10.58%	14.95%
			RED - TOTAL	**4,615,357**	**5,233,429**	**5,793,371**	**5,855,239**	**5,205,865**	**1,077,981**	**-18.74%**	**-11.09%**	**14.95%**
		ROSE	IMPORT BOTTLED	17,572	27,195	30,228	23,023	18,612	3,397	-8.59%	-19.16%	3.10%
			ROSE - TOTAL	**17,572**	**27,195**	**30,228**	**23,023**	**18,612**	**3,397**	**-8.59%**	**-19.16%**	**3.10%**
		WHITE	CANADA BOTTLED	160,584	140,834	121,373	72,060	11,437	4,084	64.57%	-84.13%	25.85%
			IMPORT BOTTLED	1,697,363	1,799,214	2,091,601	2,389,280	2,238,488	435,440	-17.87%	-6.31%	12.44%
			WHITE - TOTAL	**1,857,947**	**1,940,048**	**2,212,975**	**2,461,340**	**2,249,925**	**439,524**	**-17.49%**	**-8.59%**	**12.51%**
		TOTAL		**6,490,875**	**7,200,672**	**8,036,574**	**8,339,601**	**7,474,402**	**1,520,902**	**-18.36%**	**-10.37%**	**14.19%**
	AUSTRIA	RED	IMPORT BOTTLED	559	549	1,039	1,210	920	118	-70.08%	-24.04%	12.97%
			RED - TOTAL	**559**	**549**	**1,039**	**1,210**	**920**	**118**	**-70.08%**	**-24.04%**	**12.97%**
		ROSE	IMPORT BOTTLED	0	0	0	502	152	-1	-100.76%	-69.85%	0.00%
			ROSE - TOTAL	**0**	**0**	**0**	**502**	**152**	**-1**	**-100.76%**	**-69.85%**	**0.00%**
		WHITE	IMPORT BOTTLED	3,694	3,800	8,259	8,271	6,929	1,318	-35.12%	-16.23%	37.32%
			WHITE - TOTAL	**3,694**	**3,800**	**8,259**	**8,271**	**6,929**	**1,318**	**-35.12%**	**-16.23%**	**37.32%**
		TOTAL		**4,253**	**4,349**	**9,298**	**9,984**	**8,000**	**1,436**	**-43.17%**	**-19.87%**	**34.04%**
	BULGARIA	RED	IMPORT BOTTLED	65,891	52,199	44,698	29,741	3,588	40	-99.56%	-87.94%	1.63%
			RED - TOTAL	**65,891**	**52,199**	**44,698**	**29,741**	**3,588**	**40**	**-99.56%**	**-87.94%**	**1.63%**
		WHITE	IMPORT BOTTLED	-3	0	0	0	0	0	n/a	n/a	0.00%
			WHITE - TOTAL	**-3**	**0**	**0**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
		TOTAL		**65,888**	**52,199**	**44,698**	**29,741**	**3,588**	**40**	**-99.56%**	**-87.94%**	**1.63%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	CHILE	RED	CANADA BOTTLED	387,108	375,494	340,039	312,986	294,628	62,850	-11.86%	-5.87%	19.98%
			IMPORT BOTTLED	1,368,227	1,470,847	1,582,750	1,865,871	2,065,461	484,767	8.42%	10.70%	8.64%
			RED - TOTAL	**1,755,335**	**1,846,341**	**1,922,789**	**2,178,857**	**2,360,088**	**547,617**	**5.63%**	**8.32%**	**10.06%**
		ROSE	IMPORT BOTTLED	216	126	680	3,519	8,770	980	84.87%	149.23%	1.82%
			ROSE - TOTAL	**216**	**126**	**680**	**3,519**	**8,770**	**980**	**84.87%**	**149.23%**	**1.82%**
		WHITE	CANADA BOTTLED	273,291	266,012	249,079	230,802	228,074	46,424	-9.22%	-1.18%	18.62%
			IMPORT BOTTLED	484,309	509,696	580,034	689,735	808,192	178,840	19.35%	17.17%	13.93%
			WHITE - TOTAL	**757,600**	**775,708**	**829,113**	**920,538**	**1,036,266**	**225,264**	**12.08%**	**12.57%**	**14.96%**
		TOTAL		**2,513,151**	**2,622,175**	**2,752,582**	**3,102,914**	**3,405,125**	**773,862**	**7.49%**	**9.74%**	**11.53%**
	CHINA	RED	IMPORT BOTTLED	0	0	0	2,926	5,054	1,146	22.53%	72.75%	6.22%
			RED - TOTAL	**0**	**0**	**0**	**2,926**	**5,054**	**1,146**	**22.53%**	**72.75%**	**6.22%**
		WHITE	IMPORT BOTTLED	0	0	0	395	328	61	-45.27%	-17.08%	2.97%
			WHITE - TOTAL	**0**	**0**	**0**	**395**	**328**	**61**	**-45.27%**	**-17.08%**	**2.97%**
		TOTAL		**0**	**0**	**0**	**3,321**	**5,382**	**1,207**	**15.34%**	**62.06%**	**6.02%**
	CROATIA	RED	IMPORT BOTTLED	9,541	6,604	5,348	4,685	4,568	752	-31.11%	-2.51%	1.35%
			RED - TOTAL	**9,541**	**6,604**	**5,348**	**4,685**	**4,568**	**752**	**-31.11%**	**-2.51%**	**1.35%**
		WHITE	IMPORT BOTTLED	320	343	454	124	4	0	-100.00%	-96.39%	0.00%
			WHITE - TOTAL	**320**	**343**	**454**	**124**	**4**	**0**	**-100.00%**	**-96.39%**	**0.00%**
		TOTAL		**9,860**	**6,947**	**5,801**	**4,810**	**4,572**	**752**	**-31.25%**	**-4.94%**	**1.35%**
	CZECH REPUBLIC	RED	IMPORT BOTTLED	0	1,890	1,896	1,644	1,075	256	-6.04%	-34.63%	0.91%
			RED - TOTAL	**0**	**1,890**	**1,896**	**1,644**	**1,075**	**256**	**-6.04%**	**-34.63%**	**0.91%**
		WHITE	IMPORT BOTTLED	0	809	1,462	1,352	1,329	207	-49.08%	-1.66%	-0.62%
			WHITE - TOTAL	**0**	**809**	**1,462**	**1,352**	**1,329**	**207**	**-49.08%**	**-1.66%**	**-0.62%**
		TOTAL		**0**	**2,699**	**3,358**	**2,996**	**2,404**	**464**	**-31.79%**	**-19.75%**	**0.06%**
	FRANCE	RED	CANADA BOTTLED	95,048	108,108	117,120	125,864	143,188	36,556	20.39%	13.76%	2.66%
			IMPORT BOTTLED	1,095,765	1,114,389	1,278,083	1,461,017	1,483,447	314,709	-11.20%	1.54%	10.52%
			RED - TOTAL	**1,190,813**	**1,222,497**	**1,395,203**	**1,586,881**	**1,626,635**	**351,265**	**-8.71%**	**2.51%**	**9.82%**
		ROSE	IMPORT BOTTLED	21,010	22,510	28,299	37,923	43,304	4,614	-8.09%	14.19%	12.23%
			ROSE - TOTAL	**21,010**	**22,510**	**28,299**	**37,923**	**43,304**	**4,614**	**-8.09%**	**14.19%**	**12.23%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	FRANCE	WHITE	CANADA BOTTLED	46,660	49,788	52,916	56,740	62,942	15,208	9.47%	10.93%	2.25%
			IMPORT BOTTLED	701,559	676,519	680,669	704,966	694,028	136,240	-12.27%	-1.55%	14.55%
			WHITE - TOTAL	**748,219**	**726,307**	**733,585**	**761,706**	**756,970**	**151,448**	**-10.48%**	**-0.62%**	**13.53%**
		TOTAL		**1,960,042**	**1,971,313**	**2,157,088**	**2,386,511**	**2,426,908**	**507,327**	**-9.24%**	**1.69%**	**11.02%**
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	36	88	15	6	2	0	n/a	-60.00%	0.00%
			ICE WINE WHITE - TOTAL	**36**	**88**	**15**	**6**	**2**	**0**	**n/a**	**-60.00%**	**0.00%**
		RED	IMPORT BOTTLED	4,184	5,080	6,309	9,686	19,656	5,480	72.35%	102.93%	0.50%
			RED - TOTAL	**4,184**	**5,080**	**6,309**	**9,686**	**19,656**	**5,480**	**72.35%**	**102.93%**	**0.50%**
		WHITE	IMPORT BOTTLED	407,823	416,612	451,396	470,342	475,934	96,125	-3.88%	1.19%	7.06%
			WHITE - TOTAL	**407,823**	**416,612**	**451,396**	**470,342**	**475,934**	**96,125**	**-3.88%**	**1.19%**	**7.06%**
		TOTAL		**412,042**	**421,780**	**457,720**	**480,034**	**495,592**	**101,604**	**-1.53%**	**3.24%**	**6.80%**
	GREECE	RED	IMPORT BOTTLED	137,068	119,659	110,447	99,691	75,622	15,930	-31.92%	-24.14%	67.46%
			RED - TOTAL	**137,068**	**119,659**	**110,447**	**99,691**	**75,622**	**15,930**	**-31.92%**	**-24.14%**	**67.46%**
		ROSE	IMPORT BOTTLED	5	9	0	9	32	32	250.00%	250.00%	0.00%
			ROSE - TOTAL	**5**	**9**	**0**	**9**	**32**	**32**	**250.00%**	**250.00%**	**0.00%**
		WHITE	IMPORT BOTTLED	112,338	97,813	90,746	82,364	63,356	12,581	-32.11%	-23.08%	63.76%
			WHITE - TOTAL	**112,338**	**97,813**	**90,746**	**82,364**	**63,356**	**12,581**	**-32.11%**	**-23.08%**	**63.76%**
		TOTAL		**249,412**	**217,481**	**201,193**	**182,064**	**139,009**	**28,542**	**-31.95%**	**-23.65%**	**65.77%**
	HUNGARY	RED	IMPORT BOTTLED	48,010	45,437	43,106	42,372	30,016	5,401	-40.70%	-29.16%	0.95%
			RED - TOTAL	**48,010**	**45,437**	**43,106**	**42,372**	**30,016**	**5,401**	**-40.70%**	**-29.16%**	**0.95%**
		WHITE	IMPORT BOTTLED	107,111	117,286	112,466	101,292	85,851	14,850	-33.29%	-15.24%	5.74%
			WHITE - TOTAL	**107,111**	**117,286**	**112,466**	**101,292**	**85,851**	**14,850**	**-33.29%**	**-15.24%**	**5.74%**
		TOTAL		**155,122**	**162,723**	**155,571**	**143,665**	**115,868**	**20,251**	**-35.44%**	**-19.35%**	**4.50%**
	INDIA	RED	IMPORT BOTTLED	18	381	596	84	0	-1	-105.00%	-100.00%	0.00%
			RED - TOTAL	**18**	**381**	**596**	**84**	**0**	**-1**	**-105.00%**	**-100.00%**	**0.00%**
		ROSE	IMPORT BOTTLED	19	148	-4	296	458	161	451.28%	54.68%	2.29%
			ROSE - TOTAL	**19**	**148**	**-4**	**296**	**458**	**161**	**451.28%**	**54.68%**	**2.29%**
		WHITE	IMPORT BOTTLED	16	422	522	168	7	0	-100.00%	-95.98%	0.00%

IMPORT WINE MARKET
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				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	INDIA	WHITE	**WHITE - TOTAL**	**16**	**422**	**522**	**168**	**7**	**0**	**-100.00%**	**-95.98%**	**0.00%**
		TOTAL		**52**	**951**	**1,114**	**548**	**465**	**160**	**205.71%**	**-15.18%**	**2.29%**
	ISRAEL	RED	IMPORT BOTTLED	6,597	1,926	748	2,588	10,577	2,098	3.02%	308.66%	3.20%
			RED - TOTAL	**6,597**	**1,926**	**748**	**2,588**	**10,577**	**2,098**	**3.02%**	**308.66%**	**3.20%**
		WHITE	IMPORT BOTTLED	1,649	968	60	1,076	4,300	779	-9.73%	299.54%	3.70%
			WHITE - TOTAL	**1,649**	**968**	**60**	**1,076**	**4,300**	**779**	**-9.73%**	**299.54%**	**3.70%**
		TOTAL		**8,246**	**2,894**	**808**	**3,664**	**14,877**	**2,878**	**-0.78%**	**305.98%**	**3.34%**
	ITALY	RED	IMPORT BOTTLED	2,008,853	2,068,894	2,097,785	2,207,782	2,230,260	490,443	-9.12%	1.02%	16.18%
			RED - TOTAL	**2,008,853**	**2,068,894**	**2,097,785**	**2,207,782**	**2,230,260**	**490,443**	**-9.12%**	**1.02%**	**16.18%**
		ROSE	IMPORT BOTTLED	2,594	3,018	2,605	3,838	2,602	430	0.88%	-32.22%	26.26%
			ROSE - TOTAL	**2,594**	**3,018**	**2,605**	**3,838**	**2,602**	**430**	**0.88%**	**-32.22%**	**26.26%**
		WHITE	IMPORT BOTTLED	865,289	879,405	991,122	1,109,270	1,129,425	221,968	-8.12%	1.82%	19.72%
			WHITE - TOTAL	**865,289**	**879,405**	**991,122**	**1,109,270**	**1,129,425**	**221,968**	**-8.12%**	**1.82%**	**19.72%**
		TOTAL		**2,876,735**	**2,951,318**	**3,091,512**	**3,320,891**	**3,362,287**	**712,841**	**-8.81%**	**1.25%**	**17.38%**
	LEBANON	RED	IMPORT BOTTLED	406	310	1,048	989	767	86	-63.02%	-22.44%	29.03%
			RED - TOTAL	**406**	**310**	**1,048**	**989**	**767**	**86**	**-63.02%**	**-22.44%**	**29.03%**
		ROSE	IMPORT BOTTLED	0	0	67	91	141	-1	-102.08%	55.37%	0.00%
			ROSE - TOTAL	**0**	**0**	**67**	**91**	**141**	**-1**	**-102.08%**	**55.37%**	**0.00%**
		WHITE	IMPORT BOTTLED	9	0	27	112	282	35	11.90%	152.35%	30.59%
			WHITE - TOTAL	**9**	**0**	**27**	**112**	**282**	**35**	**11.90%**	**152.35%**	**30.59%**
		TOTAL		**415**	**310**	**1,142**	**1,192**	**1,190**	**121**	**-59.85%**	**-0.13%**	**32.01%**
	MEXICO	RED	IMPORT BOTTLED	811	775	372	1,076	1,138	296	-34.22%	5.79%	13.32%
			RED - TOTAL	**811**	**775**	**372**	**1,076**	**1,138**	**296**	**-34.22%**	**5.79%**	**13.32%**
		WHITE	IMPORT BOTTLED	19	14	0	18	90	18	0.00%	400.00%	30.00%
			WHITE - TOTAL	**19**	**14**	**0**	**18**	**90**	**18**	**0.00%**	**400.00%**	**30.00%**
		TOTAL		**830**	**789**	**372**	**1,094**	**1,228**	**314**	**-32.91%**	**12.28%**	**14.54%**
	MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	0	0	142	126	104	0	-100.00%	-17.26%	0.00%
			RED - TOTAL	**0**	**0**	**142**	**126**	**104**	**0**	**-100.00%**	**-17.26%**	**0.00%**

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				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	MOLDOVA, REPUBLIC OF	WHITE	IMPORT BOTTLED	0	0	70	36	0	0	-100.00%	-100.00%	0.00%
			WHITE - TOTAL	**0**	**0**	**70**	**36**	**0**	**0**	**-100.00%**	**-100.00%**	**0.00%**
		TOTAL		**0**	**0**	**213**	**162**	**104**	**0**	**-100.00%**	**-35.65%**	**0.00%**
	MONTENEGRO	RED	IMPORT BOTTLED	2,660	3,447	4,494	4,492	3,992	719	-26.23%	-11.15%	4.10%
			RED - TOTAL	**2,660**	**3,447**	**4,494**	**4,492**	**3,992**	**719**	**-26.23%**	**-11.15%**	**4.10%**
		TOTAL		**2,660**	**3,447**	**4,494**	**4,492**	**3,992**	**719**	**-26.23%**	**-11.15%**	**4.10%**
	MOROCCO	RED	IMPORT BOTTLED	0	302	634	520	188	4	-96.40%	-63.83%	25.50%
			RED - TOTAL	**0**	**302**	**634**	**520**	**188**	**4**	**-96.40%**	**-63.83%**	**25.50%**
		TOTAL		**0**	**302**	**634**	**520**	**188**	**4**	**-96.40%**	**-63.83%**	**25.50%**
	NEW ZEALAND	RED	IMPORT BOTTLED	11,929	27,651	38,941	61,496	62,202	13,788	-2.83%	1.15%	23.83%
			RED - TOTAL	**11,929**	**27,651**	**38,941**	**61,496**	**62,202**	**13,788**	**-2.83%**	**1.15%**	**23.83%**
		ROSE	IMPORT BOTTLED	55	476	488	1,532	3,140	216	-37.93%	105.04%	27.97%
			ROSE - TOTAL	**55**	**476**	**488**	**1,532**	**3,140**	**216**	**-37.93%**	**105.04%**	**27.97%**
		WHITE	IMPORT BOTTLED	164,219	260,014	370,607	482,395	519,272	98,949	-3.80%	7.64%	30.12%
			WHITE - TOTAL	**164,219**	**260,014**	**370,607**	**482,395**	**519,272**	**98,949**	**-3.80%**	**7.64%**	**30.12%**
		TOTAL		**176,203**	**288,141**	**410,036**	**545,422**	**584,614**	**112,953**	**-3.78%**	**7.19%**	**29.44%**
	PORTUGAL	RED	IMPORT BOTTLED	93,924	83,156	85,098	98,218	104,207	29,006	5.00%	6.10%	7.72%
			RED - TOTAL	**93,924**	**83,156**	**85,098**	**98,218**	**104,207**	**29,006**	**5.00%**	**6.10%**	**7.72%**
		ROSE	IMPORT BOTTLED	64,645	59,738	61,124	63,912	64,448	12,287	-10.66%	0.84%	3.07%
			ROSE - TOTAL	**64,645**	**59,738**	**61,124**	**63,912**	**64,448**	**12,287**	**-10.66%**	**0.84%**	**3.07%**
		WHITE	IMPORT BOTTLED	36,418	42,530	52,972	66,698	81,427	13,987	11.23%	22.08%	3.85%
			WHITE - TOTAL	**36,418**	**42,530**	**52,972**	**66,698**	**81,427**	**13,987**	**11.23%**	**22.08%**	**3.85%**
		TOTAL		**194,987**	**185,424**	**199,194**	**228,829**	**250,082**	**55,280**	**2.46%**	**9.29%**	**5.26%**
	ROMANIA	RED	IMPORT BOTTLED	1,358	2,310	1,568	52	0	0	100.00%	-100.00%	0.00%
			RED - TOTAL	**1,358**	**2,310**	**1,568**	**52**	**0**	**0**	**100.00%**	**-100.00%**	**0.00%**
		ROSE	IMPORT BOTTLED	0	98	72	0	0	0	n/a	n/a	0.00%
			ROSE - TOTAL	**0**	**98**	**72**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
		WHITE	IMPORT BOTTLED	0	468	562	63	0	0	-100.00%	-100.00%	0.00%

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				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	ROMANIA	WHITE	**WHITE - TOTAL**	**0**	**468**	**562**	**63**	**0**	**0**	**-100.00%**	**-100.00%**	**0.00%**
		TOTAL		**1,358**	**2,876**	**2,202**	**115**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	308	336	761	145	0	0	n/a	-100.00%	0.00%
			RED - TOTAL	**308**	**336**	**761**	**145**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
		WHITE	IMPORT BOTTLED	244	70	5	0	0	0	n/a	n/a	0.00%
			WHITE - TOTAL	**244**	**70**	**5**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
		TOTAL		**552**	**406**	**766**	**145**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
	SLOVENIA	WHITE	IMPORT BOTTLED	0	0	0	0	215	26	n/a	n/a	33.45%
			WHITE - TOTAL	**0**	**0**	**0**	**0**	**215**	**26**	**n/a**	**n/a**	**33.45%**
		TOTAL		**0**	**0**	**0**	**0**	**215**	**26**	**n/a**	**n/a**	**33.45%**
	SOUTH AFRICA	RED	CANADA BOTTLED	2,194	4	0	588	587	119	10.19%	-0.17%	0.00%
			IMPORT BOTTLED	481,049	580,618	633,046	677,293	700,065	158,537	13.70%	3.36%	8.10%
			RED - TOTAL	**483,243**	**580,622**	**633,046**	**677,881**	**700,652**	**158,656**	**13.70%**	**3.36%**	**8.09%**
		ROSE	IMPORT BOTTLED	7,643	5,947	5,395	1,592	2,210	130	-44.55%	38.83%	3.67%
			ROSE - TOTAL	**7,643**	**5,947**	**5,395**	**1,592**	**2,210**	**130**	**-44.55%**	**38.83%**	**3.67%**
		WHITE	CANADA BOTTLED	90	-2	0	407	468	12	-88.89%	14.99%	0.00%
			IMPORT BOTTLED	281,986	334,028	365,330	376,629	374,612	71,201	-2.35%	-0.54%	13.10%
			WHITE - TOTAL	**282,076**	**334,026**	**365,330**	**377,036**	**375,080**	**71,213**	**-2.48%**	**-0.52%**	**13.09%**
		TOTAL		**772,963**	**920,595**	**1,003,771**	**1,056,509**	**1,077,942**	**229,999**	**8.08%**	**2.03%**	**9.82%**
	SPAIN	RED	IMPORT BOTTLED	402,979	470,454	559,797	729,266	722,164	164,712	-16.51%	-0.97%	8.80%
			RED - TOTAL	**402,979**	**470,454**	**559,797**	**729,266**	**722,164**	**164,712**	**-16.51%**	**-0.97%**	**8.80%**
		ROSE	IMPORT BOTTLED	5,023	5,822	6,889	8,121	13,542	3,302	154.89%	66.75%	7.32%
			ROSE - TOTAL	**5,023**	**5,822**	**6,889**	**8,121**	**13,542**	**3,302**	**154.89%**	**66.75%**	**7.32%**
		WHITE	IMPORT BOTTLED	25,052	27,015	28,100	38,533	44,351	8,494	-26.80%	15.10%	16.53%
			WHITE - TOTAL	**25,052**	**27,015**	**28,100**	**38,533**	**44,351**	**8,494**	**-26.80%**	**15.10%**	**16.53%**
		TOTAL		**433,053**	**503,291**	**594,785**	**775,920**	**780,058**	**176,508**	**-16.02%**	**0.53%**	**9.21%**
	SWITZERLAND	RED	IMPORT BOTTLED	0	0	0	27	63	0	-100.00%	133.33%	0.00%
			RED - TOTAL	**0**	**0**	**0**	**27**	**63**	**0**	**-100.00%**	**133.33%**	**0.00%**
		WHITE	IMPORT BOTTLED	0	0	0	36	54	0	-100.00%	50.00%	0.00%

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TABLE WINE	SWITZERLAND	WHITE	**WHITE - TOTAL**	**0**	**0**	**0**	**36**	**54**	**0**	**-100.00%**	**50.00%**	**0.00%**
		TOTAL		**0**	**0**	**0**	**63**	**117**	**0**	**-100.00%**	**85.71%**	**0.00%**
	UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	1	0	0	0	0	0	n/a	n/a	0.00%
			ICE WINE WHITE - TOTAL	**1**	**0**	**0**	**0**	**0**	**0**	**n/a**	**n/a**	**0.00%**
		RED	CANADA BOTTLED	391,953	429,527	450,262	460,750	490,835	121,798	8.14%	6.53%	6.62%
			IMPORT BOTTLED	1,672,317	1,857,689	2,130,882	2,449,727	2,764,501	622,863	1.32%	12.85%	17.82%
			RED - TOTAL	**2,064,270**	**2,287,216**	**2,581,143**	**2,910,477**	**3,255,336**	**744,661**	**2.38%**	**11.85%**	**16.13%**
		ROSE	CANADA BOTTLED	21,755	19,054	14,534	12,530	11,474	2,570	7.13%	-8.43%	3.66%
			IMPORT BOTTLED	513,316	516,926	519,582	521,165	511,594	104,219	-9.25%	-1.84%	8.36%
			ROSE - TOTAL	**535,071**	**535,981**	**534,116**	**533,694**	**523,067**	**106,789**	**-8.91%**	**-1.99%**	**8.25%**
		WHITE	CANADA BOTTLED	371,538	342,352	290,532	265,066	264,472	61,062	7.44%	-0.22%	4.06%
			IMPORT BOTTLED	1,065,971	1,100,877	1,237,195	1,403,124	1,599,722	324,294	6.70%	14.01%	13.79%
			WHITE - TOTAL	**1,437,508**	**1,443,229**	**1,527,727**	**1,668,190**	**1,864,193**	**385,356**	**6.82%**	**11.75%**	**12.41%**
		TOTAL		**4,036,851**	**4,266,425**	**4,642,986**	**5,112,361**	**5,642,596**	**1,236,805**	**2.61%**	**10.37%**	**14.17%**
	URUGUAY	RED	IMPORT BOTTLED	0	54	110	972	836	154	-43.56%	-13.97%	10.49%
			RED - TOTAL	**0**	**54**	**110**	**972**	**836**	**154**	**-43.56%**	**-13.97%**	**10.49%**
		TOTAL		**0**	**54**	**110**	**972**	**836**	**154**	**-43.56%**	**-13.97%**	**10.49%**
IMPORT TABLE WINE - SUMMARY			CANADA BOTTLED	1,860,724	1,830,451	1,710,938	1,585,524	1,520,932	353,337	2.88%	-4.07%	10.20%
			IMPORT BOTTLED	19,134,114	20,720,352	23,036,415	25,475,385	26,220,384	5,628,268	-5.43%	2.92%	13.71%
IMPORT TABLE WINE - TOTAL				**20,994,839**	**22,550,803**	**24,747,353**	**27,060,908**	**27,741,316**	**5,981,605**	**-4.98%**	**2.51%**	**13.52%**
SPARKLING WINE	ARGENTINA	WHITE		0	0	166	912	1,444	203	-17.38%	58.39%	7.06%
		TOTAL		**0**	**0**	**166**	**912**	**1,444**	**203**	**-17.38%**	**58.39%**	**7.06%**
	AUSTRALIA	RED		13,682	17,146	15,158	16,196	14,326	2,472	-29.65%	-11.54%	1.46%
		ROSE		0	32	12,012	31,395	47,768	8,812	8.71%	52.15%	7.31%
		WHITE		64,930	69,280	72,384	108,448	120,537	20,949	-15.47%	11.15%	6.07%
		TOTAL		**78,612**	**86,458**	**99,554**	**156,039**	**182,631**	**32,233**	**-11.46%**	**17.04%**	**6.03%**
	CHILE	RED		0	0	0	1	0	0	n/a	-100.00%	0.00%
		ROSE		108	134	0	2,941	11,820	3,173	285.93%	301.86%	3.76%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	CHILE	WHITE	409	1,020	2,077	1,146	860	135	-8.63%	-24.91%	10.46%
		TOTAL	**517**	**1,154**	**2,077**	**4,088**	**12,680**	**3,308**	**241.06%**	**210.20%**	**4.21%**
	CZECH REPUBLIC	WHITE	0	612	360	340	1,536	223	78.92%	352.10%	0.00%
		TOTAL	**0**	**612**	**360**	**340**	**1,536**	**223**	**78.92%**	**352.10%**	**0.00%**
	FRANCE	ROSE	13,845	14,966	16,585	23,346	31,759	5,994	-18.88%	36.04%	12.82%
		WHITE	160,954	176,987	188,139	203,768	186,415	27,589	-33.38%	-8.52%	25.78%
		WHITE TABLE WINE	0	0	599	2,953	4,737	734	16.97%	60.43%	20.35%
		TOTAL	**174,799**	**191,953**	**205,323**	**230,066**	**222,912**	**34,318**	**-30.57%**	**-3.11%**	**23.82%**
	GERMANY	ROSE	0	10	8	27	0	0	-100.00%	-100.00%	0.00%
		WHITE	119,580	125,378	136,683	146,552	148,939	24,431	-23.81%	1.63%	10.44%
		TOTAL	**119,580**	**125,388**	**136,691**	**146,579**	**148,939**	**24,431**	**-23.88%**	**1.61%**	**10.44%**
	HUNGARY	WHITE	10,876	13,916	12,946	13,644	16,557	2,820	-14.97%	21.35%	2.49%
		TOTAL	**10,876**	**13,916**	**12,946**	**13,644**	**16,557**	**2,820**	**-14.97%**	**21.35%**	**2.49%**
	INDIA	WHITE	18	122	31	3	0	0	n/a	-100.00%	0.00%
		TOTAL	**18**	**122**	**31**	**3**	**0**	**0**	**n/a**	**-100.00%**	**0.00%**
	ISRAEL	WHITE	0	0	0	0	90	0	n/a	n/a	0.00%
		TOTAL	**0**	**0**	**0**	**0**	**90**	**0**	**n/a**	**n/a**	**0.00%**
	ITALY	RED	115	11	0	0	0	0	n/a	n/a	0.00%
		ROSE	41	842	1,150	1,804	5,379	869	45.60%	198.21%	11.85%
		WHITE	71,494	77,124	92,240	112,337	128,976	22,857	-13.11%	14.81%	14.68%
		TOTAL	**71,650**	**77,977**	**93,390**	**114,141**	**134,355**	**23,726**	**-11.81%**	**17.71%**	**14.57%**
	NEW ZEALAND	ROSE	0	0	0	0	171	0	n/a	n/a	0.00%
		WHITE	212	245	2,051	4,060	5,263	754	-34.63%	29.63%	28.29%
		TOTAL	**212**	**245**	**2,051**	**4,060**	**5,434**	**754**	**-34.63%**	**29.63%**	**28.29%**
	PORTUGAL	ROSE	0	0	0	0	374	184	n/a	n/a	27.71%
		WHITE	0	0	72	18	234	4	n/a	1,200.00%	11.54%
		TOTAL	**0**	**0**	**72**	**18**	**608**	**189**	**n/a**	**1,200.00%**	**21.48%**
	SOUTH AFRICA	ROSE	0	0	0	0	84	84	n/a	n/a	4.46%
		WHITE	1,139	1,320	1,688	1,594	1,513	243	-21.74%	-5.13%	6.10%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	SOUTH AFRICA	**TOTAL**	**1,139**	**1,320**	**1,688**	**1,594**	**1,597**	**327**	**-21.74%**	**-5.13%**	**6.01%**
	SPAIN	ROSE	12,469	11,420	14,903	15,686	14,902	1,981	-39.62%	-4.99%	7.12%
		WHITE	238,384	230,236	245,556	262,636	247,744	35,629	-35.44%	-5.67%	15.93%
		TOTAL	**250,853**	**241,656**	**260,459**	**278,321**	**262,646**	**37,610**	**-35.67%**	**-5.63%**	**15.43%**
	UNITED STATES OF AMERICA	ROSE	3,097	3,052	788	1,366	2,708	1,492	402.53%	98.24%	3.66%
		WHITE	117,420	127,051	133,366	131,466	116,420	16,946	-41.71%	-11.44%	14.99%
		TOTAL	**120,517**	**130,104**	**134,154**	**132,832**	**119,128**	**18,438**	**-37.22%**	**-10.32%**	**14.74%**
IMPORT SPARKLING WINE - TOTAL			**828,773**	**870,903**	**948,963**	**1,082,637**	**1,110,557**	**178,581**	**-25.21%**	**2.58%**	**14.42%**
WINE - GIFT PACKS		AUSTRALIA	32,669	36,954	33,480	42,204	8,802	352	9.18%	-79.14%	0.26%
		CHILE	3,707	222	4	0	0	0	n/a	n/a	0.00%
		FRANCE	678	284	1,852	966	481	32	-84.36%	-50.21%	4.06%
		ITALY	0	3,159	4,044	2,164	3,073	470	105.92%	42.01%	0.20%
		PORTUGAL	0	0	0	0	26	4	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	36,604	53,338	1,654	464	4	0	-100.00%	-99.03%	0.00%
IMPORT WINE - GIFT PACKS - TOTAL			**73,658**	**93,957**	**41,035**	**45,797**	**12,386**	**859**	**12.53%**	**-72.95%**	**0.39%**
IMPORT WINE - TOTAL			**22,899,194**	**24,533,834**	**26,773,539**	**29,244,386**	**29,912,591**	**6,395,904**	**-5.71%**	**2.28%**	**14.05%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	$56	$64	$65	$69	$75	$14	-8.49%	8.42%	2.12%
		ITALY	$1	$1	$3	$1	$4	$0	104.07%	167.08%	4.84%
		UNITED STATES OF AMERICA	$0	$0	$0	$4	$89	$20	2,433.13%	2,424.23%	0.16%
		FLAVOURED	**$56**	**$65**	**$68**	**$74**	**$167**	**$34**	**112.45%**	**127.18%**	**1.14%**
	FRUIT	ARMENIA	$0	$3	$2	$2	$0	$0	-100.00%	-99.18%	0.00%
		CHINA	$6	$0	$0	$0	$0	$0	n/a	-100.00%	0.00%
		DENMARK	$71	$68	$52	$1	$0	$0	-100.00%	-100.00%	0.00%
		JAPAN	$146	$159	$183	$233	$255	$70	15.97%	9.34%	30.89%
		KOREA - SOUTH	$0	$0	$0	$0	$9	$0	-5.04%	1,748.13%	0.00%
		UNITED STATES OF AMERICA	$28	$26	$35	$31	$31	$5	-39.54%	0.08%	88.29%
		FRUIT	**$251**	**$257**	**$272**	**$268**	**$295**	**$75**	**8.74%**	**10.17%**	**38.87%**
	MADEIRA	PORTUGAL	$155	$158	$166	$194	$180	$43	-2.30%	-6.78%	22.26%
		MADEIRA	**$155**	**$158**	**$166**	**$194**	**$180**	**$43**	**-2.30%**	**-6.78%**	**22.26%**
	MONTILLA	SPAIN	$169	$197	$187	$196	$209	$49	3.47%	6.56%	2.96%
		MONTILLA	**$169**	**$197**	**$187**	**$196**	**$209**	**$49**	**3.47%**	**6.56%**	**2.96%**
	OTHER	AUSTRALIA	$0	$0	$1	$0	$0	$0	n/a	-100.00%	0.00%
		OTHER	**$0**	**$0**	**$1**	**$0**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
	OTHER FORTIFIED	AUSTRALIA	$6	$6	$47	$46	$21	$4	-44.25%	-54.62%	27.38%
		CHINA	$83	$84	$88	$131	$155	$44	15.18%	18.48%	22.25%
		FRANCE	$671	$638	$619	$598	$575	$118	-8.66%	-3.90%	7.63%
		GREECE	$2	$2	$2	$9	$8	$1	-87.58%	-16.09%	0.00%
		ITALY	$238	$257	$262	$283	$317	$83	9.86%	12.06%	34.80%
		JAPAN	$0	$0	$0	$0	$2	$2	n/a	n/a	0.00%
		KOREA - SOUTH	$280	$288	$217	$176	$141	$29	-13.73%	-20.04%	43.36%
		PORTUGAL	$4	$5	$1	$0	$0	$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	$85	$96	$90	$94	$78	$20	-13.56%	-17.42%	24.60%
		URUGUAY	$0	$0	$0	$1	$0	$0	n/a	-49.77%	0.00%
		OTHER FORTIFIED	**$1,369**	**$1,376**	**$1,326**	**$1,339**	**$1,297**	**$299**	**-4.38%**	**-3.28%**	**21.21%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	PORT	AUSTRALIA	$591	$661	$653	$635	$569	$125	-18.39%	-10.37%	11.92%
		PORTUGAL	$2,740	$2,999	$3,280	$3,378	$3,370	$624	-14.93%	-0.25%	14.25%
		SOUTH AFRICA	$305	$292	$342	$353	$306	$69	-12.21%	-13.32%	7.08%
		UNITED STATES OF AMERICA	$1	$1	$1	$2	$1	$0	-68.03%	-49.32%	0.00%
		PORT	**$3,637**	**$3,952**	**$4,276**	**$4,368**	**$4,246**	**$819**	**-15.32%**	**-2.80%**	**13.42%**
	SAKE	JAPAN	$1,070	$1,170	$1,347	$1,567	$1,664	$381	-1.21%	6.20%	47.90%
		KOREA - SOUTH	$12	$52	$80	$64	$52	$9	-42.13%	-19.44%	53.80%
		UNITED STATES OF AMERICA	$2,650	$2,656	$2,955	$3,201	$3,268	$796	-4.20%	2.09%	61.89%
		SAKE	**$3,732**	**$3,877**	**$4,381**	**$4,832**	**$4,984**	**$1,186**	**-3.74%**	**3.14%**	**57.13%**
	SHERRY	AUSTRALIA	$379	$374	$387	$382	$394	$90	-6.14%	2.92%	1.15%
		NEW ZEALAND	$440	$443	$422	$419	$408	$91	-5.91%	-2.78%	0.88%
		SOUTH AFRICA	$296	$345	$362	$385	$377	$86	-12.13%	-1.96%	1.56%
		SPAIN	$1,670	$1,628	$1,651	$1,640	$1,560	$309	-8.26%	-4.92%	3.83%
		SHERRY	**$2,786**	**$2,791**	**$2,822**	**$2,827**	**$2,738**	**$576**	**-8.17%**	**-3.14%**	**2.69%**
	VERMOUTH	FRANCE	$257	$271	$255	$275	$255	$50	-22.90%	-7.19%	9.18%
		ITALY	$2,459	$2,479	$2,469	$2,517	$2,444	$520	-5.52%	-2.88%	4.72%
		UNITED STATES OF AMERICA	$1	$2	$4	$2	$2	$2	141.00%	4.72%	57.14%
		VERMOUTH	**$2,717**	**$2,752**	**$2,727**	**$2,794**	**$2,702**	**$571**	**-7.19%**	**-3.29%**	**5.18%**
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			**$14,872**	**$15,425**	**$16,227**	**$16,891**	**$16,818**	**$3,652**	**-7.05%**	**-0.43%**	24.19%
TABLE WINE	ARGENTINA RED	CANADA BOTTLED	$184	$132	$1	$0	$0	$0	n/a	100.00%	0.00%
		IMPORT BOTTLED	$5,642	$7,420	$10,753	$15,801	$24,528	$6,482	37.31%	55.23%	9.34%
		RED - TOTAL	**$5,827**	**$7,551**	**$10,754**	**$15,801**	**$24,528**	**$6,482**	**37.31%**	**55.23%**	**9.34%**
	ROSE	IMPORT BOTTLED	$0	$0	$0	$3	$3	$1	n/a	-6.10%	19.19%
		ROSE - TOTAL	**$0**	**$0**	**$0**	**$3**	**$3**	**$1**	**n/a**	**-6.10%**	**19.19%**
	WHITE	IMPORT BOTTLED	$1,239	$1,458	$1,701	$1,920	$2,659	$669	45.36%	38.45%	9.47%
		WHITE - TOTAL	**$1,239**	**$1,458**	**$1,701**	**$1,920**	**$2,659**	**$669**	**45.36%**	**38.45%**	**9.47%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	ARGENTINA	**TOTAL**		**$7,066**	**$9,010**	**$12,455**	**$17,724**	**$27,190**	**$7,153**	**38.02%**	**53.40%**	**9.35%**
	ARMENIA	RED	IMPORT BOTTLED	$0	$5	$0	$0	$0	$0	n/a	-100.00%	0.00%
			RED - TOTAL	**$0**	**$5**	**$0**	**$0**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
		ROSE	IMPORT BOTTLED	$0	$1	$0	$0	$0	$0	n/a	n/a	0.00%
			ROSE - TOTAL	**$0**	**$1**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
		WHITE	IMPORT BOTTLED	$0	$5	$1	$1	$1	$0	n/a	34.23%	0.00%
			WHITE - TOTAL	**$0**	**$5**	**$1**	**$1**	**$1**	**$0**	**n/a**	**34.23%**	**0.00%**
		TOTAL		**$0**	**$11**	**$1**	**$1**	**$1**	**$0**	**n/a**	**31.42%**	**0.00%**
	AUSTRALIA	RED	CANADA BOTTLED	$851	$765	$648	$402	$157	$26	10.99%	-61.09%	16.50%
			IMPORT BOTTLED	$74,202	$84,024	$93,600	$97,125	$88,962	$18,104	-18.74%	-8.40%	16.10%
			RED - TOTAL	**$75,053**	**$84,789**	**$94,248**	**$97,527**	**$89,119**	**$18,130**	**-18.71%**	**-8.62%**	**16.10%**
		ROSE	IMPORT BOTTLED	$220	$360	$408	$318	$265	$50	-5.10%	-16.78%	3.09%
			ROSE - TOTAL	**$220**	**$360**	**$408**	**$318**	**$265**	**$50**	**-5.10%**	**-16.78%**	**3.09%**
		WHITE	CANADA BOTTLED	$1,415	$1,218	$1,065	$629	$131	$37	38.00%	-79.14%	26.65%
			IMPORT BOTTLED	$23,146	$24,629	$28,545	$32,719	$31,453	$5,991	-16.97%	-3.87%	13.37%
			WHITE - TOTAL	**$24,561**	**$25,846**	**$29,610**	**$33,347**	**$31,584**	**$6,028**	**-16.76%**	**-5.29%**	**13.43%**
		TOTAL		**$99,834**	**$110,995**	**$124,265**	**$131,193**	**$120,967**	**$24,208**	**-18.21%**	**-7.79%**	**15.38%**
	AUSTRIA	RED	IMPORT BOTTLED	$21	$17	$24	$32	$27	$4	-60.42%	-16.41%	13.17%
			RED - TOTAL	**$21**	**$17**	**$24**	**$32**	**$27**	**$4**	**-60.42%**	**-16.41%**	**13.17%**
		ROSE	IMPORT BOTTLED	$0	$0	$0	$11	$4	$0	-100.80%	-66.60%	0.00%
			ROSE - TOTAL	**$0**	**$0**	**$0**	**$11**	**$4**	**$0**	**-100.80%**	**-66.60%**	**0.00%**
		WHITE	IMPORT BOTTLED	$92	$94	$183	$205	$188	$35	-32.34%	-8.24%	36.89%
			WHITE - TOTAL	**$92**	**$94**	**$183**	**$205**	**$188**	**$35**	**-32.34%**	**-8.24%**	**36.89%**
		TOTAL		**$113**	**$110**	**$207**	**$247**	**$218**	**$39**	**-38.62%**	**-11.77%**	**33.59%**
	BULGARIA	RED	IMPORT BOTTLED	$554	$435	$373	$281	$33	$0	-99.51%	-88.26%	1.62%
			RED - TOTAL	**$554**	**$435**	**$373**	**$281**	**$33**	**$0**	**-99.51%**	**-88.26%**	**1.62%**
		WHITE	IMPORT BOTTLED	$0	$0	$0	$0	$0	$0	n/a	n/a	0.00%
			WHITE - TOTAL	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
		TOTAL		**$554**	**$435**	**$373**	**$281**	**$33**	**$0**	**-99.51%**	**-88.26%**	**1.62%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	CHILE	RED	CANADA BOTTLED	$3,391	$3,260	$3,021	$2,773	$2,614	$550	-10.86%	-5.71%	18.29%
			IMPORT BOTTLED	$16,643	$18,128	$20,101	$24,528	$27,463	$6,424	7.99%	11.96%	9.35%
			RED - TOTAL	**$20,034**	**$21,388**	**$23,123**	**$27,301**	**$30,077**	**$6,975**	**6.22%**	**10.17%**	**10.13%**
		ROSE	IMPORT BOTTLED	$4	$2	$11	$54	$130	$14	72.03%	143.16%	1.84%
			ROSE - TOTAL	**$4**	**$2**	**$11**	**$54**	**$130**	**$14**	**72.03%**	**143.16%**	**1.84%**
		WHITE	CANADA BOTTLED	$2,310	$2,233	$2,158	$2,025	$2,017	$405	-7.65%	-0.36%	17.16%
			IMPORT BOTTLED	$5,673	$6,047	$7,085	$8,661	$10,320	$2,263	16.98%	19.16%	14.12%
			WHITE - TOTAL	**$7,983**	**$8,280**	**$9,243**	**$10,685**	**$12,337**	**$2,668**	**12.43%**	**15.46%**	**14.62%**
		TOTAL		**$28,020**	**$29,670**	**$32,377**	**$38,040**	**$42,544**	**$9,657**	**7.92%**	**11.84%**	**11.40%**
	CHINA	RED	IMPORT BOTTLED	$0	$0	$0	$45	$86	$21	38.97%	89.57%	6.56%
			RED - TOTAL	**$0**	**$0**	**$0**	**$45**	**$86**	**$21**	**38.97%**	**89.57%**	**6.56%**
		WHITE	IMPORT BOTTLED	$0	$0	$0	$6	$6	$1	-40.13%	-10.99%	2.49%
			WHITE - TOTAL	**$0**	**$0**	**$0**	**$6**	**$6**	**$1**	**-40.13%**	**-10.99%**	**2.49%**
		TOTAL		**$0**	**$0**	**$0**	**$51**	**$91**	**$22**	**29.76%**	**77.33%**	**6.31%**
	CROATIA	RED	IMPORT BOTTLED	$109	$84	$74	$63	$63	$10	-29.76%	-0.06%	1.25%
			RED - TOTAL	**$109**	**$84**	**$74**	**$63**	**$63**	**$10**	**-29.76%**	**-0.06%**	**1.25%**
		WHITE	IMPORT BOTTLED	$5	$6	$8	$2	$0	$0	-100.00%	-96.38%	0.00%
			WHITE - TOTAL	**$5**	**$6**	**$8**	**$2**	**$0**	**$0**	**-100.00%**	**-96.38%**	**0.00%**
		TOTAL		**$114**	**$90**	**$82**	**$66**	**$63**	**$10**	**-29.95%**	**-3.36%**	**1.25%**
	CZECH REPUBLIC	RED	IMPORT BOTTLED	$0	$28	$27	$22	$15	$4	-5.96%	-34.56%	0.91%
			RED - TOTAL	**$0**	**$28**	**$27**	**$22**	**$15**	**$4**	**-5.96%**	**-34.56%**	**0.91%**
		WHITE	IMPORT BOTTLED	$0	$12	$22	$19	$19	$3	-50.84%	-4.05%	-0.67%
			WHITE - TOTAL	**$0**	**$12**	**$22**	**$19**	**$19**	**$3**	**-50.84%**	**-4.05%**	**-0.67%**
		TOTAL		**$0**	**$40**	**$48**	**$42**	**$33**	**$6**	**-33.26%**	**-20.40%**	**0.02%**
	FRANCE	RED	CANADA BOTTLED	$660	$749	$832	$898	$1,043	$263	21.73%	16.20%	2.66%
			IMPORT BOTTLED	$19,292	$20,528	$25,771	$30,347	$35,274	$6,460	-10.46%	16.24%	13.18%
			RED - TOTAL	**$19,952**	**$21,277**	**$26,603**	**$31,245**	**$36,317**	**$6,723**	**-9.53%**	**16.24%**	**12.88%**
		ROSE	IMPORT BOTTLED	$334	$359	$463	$639	$750	$81	-4.14%	17.49%	13.17%
			ROSE - TOTAL	**$334**	**$359**	**$463**	**$639**	**$750**	**$81**	**-4.14%**	**17.49%**	**13.17%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	FRANCE	WHITE	CANADA BOTTLED	$324	$345	$375	$404	$458	$109	10.58%	13.37%	2.25%
			IMPORT BOTTLED	$10,047	$10,211	$11,188	$12,514	$12,668	$2,443	-12.14%	1.23%	18.73%
			WHITE - TOTAL	**$10,371**	**$10,556**	**$11,563**	**$12,918**	**$13,126**	**$2,552**	**-11.37%**	**1.61%**	**18.15%**
		TOTAL		**$30,657**	**$32,192**	**$38,629**	**$44,801**	**$50,194**	**$9,356**	**-9.99%**	**12.04%**	**14.26%**
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	$6	$18	$2	$1	$0	$0	n/a	-59.65%	0.00%
			ICE WINE WHITE - TOTAL	**$6**	**$18**	**$2**	**$1**	**$0**	**$0**	**n/a**	**-59.65%**	**0.00%**
		RED	IMPORT BOTTLED	$63	$75	$96	$138	$258	$73	70.74%	86.82%	0.54%
			RED - TOTAL	**$63**	**$75**	**$96**	**$138**	**$258**	**$73**	**70.74%**	**86.82%**	**0.54%**
		WHITE	IMPORT BOTTLED	$5,007	$5,233	$5,866	$6,605	$7,026	$1,444	0.51%	6.39%	9.67%
			WHITE - TOTAL	**$5,007**	**$5,233**	**$5,866**	**$6,605**	**$7,026**	**$1,444**	**0.51%**	**6.39%**	**9.67%**
		TOTAL		**$5,076**	**$5,326**	**$5,963**	**$6,743**	**$7,285**	**$1,517**	**2.53%**	**8.03%**	**9.35%**
	GREECE	RED	IMPORT BOTTLED	$1,267	$1,166	$1,091	$1,035	$928	$201	-20.13%	-10.34%	66.42%
			RED - TOTAL	**$1,267**	**$1,166**	**$1,091**	**$1,035**	**$928**	**$201**	**-20.13%**	**-10.34%**	**66.42%**
		ROSE	IMPORT BOTTLED	$0	$0	$0	$0	$1	$1	250.23%	250.23%	0.00%
			ROSE - TOTAL	**$0**	**$0**	**$0**	**$0**	**$1**	**$1**	**250.23%**	**250.23%**	**0.00%**
		WHITE	IMPORT BOTTLED	$946	$887	$836	$790	$690	$141	-20.15%	-12.69%	64.11%
			WHITE - TOTAL	**$946**	**$887**	**$836**	**$790**	**$690**	**$141**	**-20.15%**	**-12.69%**	**64.11%**
		TOTAL		**$2,213**	**$2,053**	**$1,927**	**$1,826**	**$1,619**	**$343**	**-20.04%**	**-11.33%**	**65.44%**
	HUNGARY	RED	IMPORT BOTTLED	$453	$428	$421	$419	$323	$59	-36.54%	-22.86%	0.96%
			RED - TOTAL	**$453**	**$428**	**$421**	**$419**	**$323**	**$59**	**-36.54%**	**-22.86%**	**0.96%**
		WHITE	IMPORT BOTTLED	$1,124	$1,221	$1,181	$1,113	$1,045	$184	-29.08%	-6.17%	6.69%
			WHITE - TOTAL	**$1,124**	**$1,221**	**$1,181**	**$1,113**	**$1,045**	**$184**	**-29.08%**	**-6.17%**	**6.69%**
		TOTAL		**$1,576**	**$1,649**	**$1,602**	**$1,533**	**$1,368**	**$243**	**-31.06%**	**-10.73%**	**5.34%**
	INDIA	RED	IMPORT BOTTLED	$0	$9	$11	$1	$0	$0	-103.70%	-100.00%	0.00%
			RED - TOTAL	**$0**	**$9**	**$11**	**$1**	**$0**	**$0**	**-103.70%**	**-100.00%**	**0.00%**
		ROSE	IMPORT BOTTLED	$0	$3	$0	$4	$4	$1	299.54%	1.85%	2.18%
			ROSE - TOTAL	**$0**	**$3**	**$0**	**$4**	**$4**	**$1**	**299.54%**	**1.85%**	**2.18%**
		WHITE	IMPORT BOTTLED	$0	$9	$9	$3	$0	$0	-100.00%	-96.06%	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	INDIA	WHITE	**WHITE - TOTAL**	**$0**	**$9**	**$9**	**$3**	**$0**	**$0**	**-100.00%**	**-96.06%**	**0.00%**
		TOTAL		**$1**	**$20**	**$20**	**$8**	**$5**	**$1**	**68.65%**	**-46.07%**	**2.18%**
	ISRAEL	RED	IMPORT BOTTLED	$103	$34	$15	$59	$241	$50	9.25%	306.96%	3.12%
			RED - TOTAL	**$103**	**$34**	**$15**	**$59**	**$241**	**$50**	**9.25%**	**306.96%**	**3.12%**
		WHITE	IMPORT BOTTLED	$26	$15	$1	$23	$92	$17	-8.58%	293.19%	3.61%
			WHITE - TOTAL	**$26**	**$15**	**$1**	**$23**	**$92**	**$17**	**-8.58%**	**293.19%**	**3.61%**
		TOTAL		**$130**	**$49**	**$15**	**$83**	**$333**	**$68**	**4.10%**	**303.08%**	**3.25%**
	ITALY	RED	IMPORT BOTTLED	$28,122	$29,988	$32,313	$37,219	$37,179	$8,011	-13.27%	-0.11%	22.11%
			RED - TOTAL	**$28,122**	**$29,988**	**$32,313**	**$37,219**	**$37,179**	**$8,011**	**-13.27%**	**-0.11%**	**22.11%**
		ROSE	IMPORT BOTTLED	$39	$42	$40	$63	$44	$7	-4.42%	-30.41%	25.82%
			ROSE - TOTAL	**$39**	**$42**	**$40**	**$63**	**$44**	**$7**	**-4.42%**	**-30.41%**	**25.82%**
		WHITE	IMPORT BOTTLED	$10,093	$10,721	$12,691	$15,265	$16,289	$3,130	-7.15%	6.71%	23.29%
			WHITE - TOTAL	**$10,093**	**$10,721**	**$12,691**	**$15,265**	**$16,289**	**$3,130**	**-7.15%**	**6.71%**	**23.29%**
		TOTAL		**$38,254**	**$40,751**	**$45,044**	**$52,548**	**$53,512**	**$11,148**	**-11.63%**	**1.84%**	**22.47%**
	LEBANON	RED	IMPORT BOTTLED	$27	$21	$61	$55	$49	$5	-62.60%	-12.12%	26.79%
			RED - TOTAL	**$27**	**$21**	**$61**	**$55**	**$49**	**$5**	**-62.60%**	**-12.12%**	**26.79%**
		ROSE	IMPORT BOTTLED	$0	$0	$2	$3	$5	$0	-102.08%	98.52%	0.00%
			ROSE - TOTAL	**$0**	**$0**	**$2**	**$3**	**$5**	**$0**	**-102.08%**	**98.52%**	**0.00%**
		WHITE	IMPORT BOTTLED	$0	$0	$1	$5	$15	$1	-14.69%	199.14%	38.43%
			WHITE - TOTAL	**$0**	**$0**	**$1**	**$5**	**$15**	**$1**	**-14.69%**	**199.14%**	**38.43%**
		TOTAL		**$27**	**$21**	**$64**	**$63**	**$69**	**$6**	**-60.08%**	**9.47%**	**30.74%**
	MEXICO	RED	IMPORT BOTTLED	$13	$12	$6	$17	$20	$5	-26.06%	17.06%	12.03%
			RED - TOTAL	**$13**	**$12**	**$6**	**$17**	**$20**	**$5**	**-26.06%**	**17.06%**	**12.03%**
		WHITE	IMPORT BOTTLED	$1	$0	$0	$0	$1	$0	0.00%	400.24%	30.00%
			WHITE - TOTAL	**$1**	**$0**	**$0**	**$0**	**$1**	**$0**	**0.00%**	**400.24%**	**30.00%**
		TOTAL		**$13**	**$12**	**$6**	**$18**	**$22**	**$6**	**-25.07%**	**23.36%**	**13.23%**
	MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	$0	$0	$3	$2	$2	$0	-100.00%	-17.22%	0.00%
			RED - TOTAL	**$0**	**$0**	**$3**	**$2**	**$2**	**$0**	**-100.00%**	**-17.22%**	**0.00%**

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	MOLDOVA, REPUBLIC OF	WHITE	IMPORT BOTTLED	$0	$0	$1	$1	$0	$0	-100.00%	-100.00%	0.00%
			WHITE - TOTAL	**$0**	**$0**	**$1**	**$1**	**$0**	**$0**	**-100.00%**	**-100.00%**	**0.00%**
		TOTAL		**$0**	**$0**	**$4**	**$3**	**$2**	**$0**	**-100.00%**	**-35.62%**	**0.00%**
	MONTENEGRO	RED	IMPORT BOTTLED	$34	$44	$58	$60	$56	$10	-20.51%	-7.19%	4.00%
			RED - TOTAL	**$34**	**$44**	**$58**	**$60**	**$56**	**$10**	**-20.51%**	**-7.19%**	**4.00%**
		TOTAL		**$34**	**$44**	**$58**	**$60**	**$56**	**$10**	**-20.51%**	**-7.19%**	**4.00%**
	MOROCCO	RED	IMPORT BOTTLED	$0	$14	$26	$20	$7	$0	-96.39%	-63.55%	25.52%
			RED - TOTAL	**$0**	**$14**	**$26**	**$20**	**$7**	**$0**	**-96.39%**	**-63.55%**	**25.52%**
		TOTAL		**$0**	**$14**	**$26**	**$20**	**$7**	**$0**	**-96.39%**	**-63.55%**	**25.52%**
	NEW ZEALAND	RED	IMPORT BOTTLED	$317	$662	$1,033	$1,670	$1,703	$365	-7.51%	1.96%	25.70%
			RED - TOTAL	**$317**	**$662**	**$1,033**	**$1,670**	**$1,703**	**$365**	**-7.51%**	**1.96%**	**25.70%**
		ROSE	IMPORT BOTTLED	$1	$9	$11	$30	$61	$4	-41.77%	103.98%	25.33%
			ROSE - TOTAL	**$1**	**$9**	**$11**	**$30**	**$61**	**$4**	**-41.77%**	**103.98%**	**25.33%**
		WHITE	IMPORT BOTTLED	$3,753	$5,687	$8,098	$10,796	$11,882	$2,255	-4.32%	10.06%	30.67%
			WHITE - TOTAL	**$3,753**	**$5,687**	**$8,098**	**$10,796**	**$11,882**	**$2,255**	**-4.32%**	**10.06%**	**30.67%**
		TOTAL		**$4,072**	**$6,359**	**$9,142**	**$12,496**	**$13,646**	**$2,625**	**-4.87%**	**9.20%**	**30.03%**
	PORTUGAL	RED	IMPORT BOTTLED	$1,166	$1,140	$1,244	$1,544	$1,604	$437	-1.01%	3.92%	9.96%
			RED - TOTAL	**$1,166**	**$1,140**	**$1,244**	**$1,544**	**$1,604**	**$437**	**-1.01%**	**3.92%**	**9.96%**
		ROSE	IMPORT BOTTLED	$679	$624	$642	$679	$695	$136	-7.69%	2.44%	3.14%
			ROSE - TOTAL	**$679**	**$624**	**$642**	**$679**	**$695**	**$136**	**-7.69%**	**2.44%**	**3.14%**
		WHITE	IMPORT BOTTLED	$452	$525	$658	$841	$1,064	$189	12.68%	26.40%	4.33%
			WHITE - TOTAL	**$452**	**$525**	**$658**	**$841**	**$1,064**	**$189**	**12.68%**	**26.40%**	**4.33%**
		TOTAL		**$2,297**	**$2,289**	**$2,543**	**$3,064**	**$3,363**	**$762**	**0.73%**	**9.77%**	**6.77%**
	ROMANIA	RED	IMPORT BOTTLED	$26	$45	$31	$1	$0	$0	100.00%	-100.00%	0.00%
			RED - TOTAL	**$26**	**$45**	**$31**	**$1**	**$0**	**$0**	**100.00%**	**-100.00%**	**0.00%**
		ROSE	IMPORT BOTTLED	$0	$2	$1	$0	$0	$0	n/a	n/a	0.00%
			ROSE - TOTAL	**$0**	**$2**	**$1**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
		WHITE	IMPORT BOTTLED	$0	$9	$10	$1	$0	$0	-100.00%	-100.00%	0.00%

IMPORT WINE MARKET
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SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	ROMANIA	WHITE	**WHITE - TOTAL**	**$0**	**$9**	**$10**	**$1**	**$0**	**$0**	**-100.00%**	**-100.00%**	**0.00%**
		TOTAL		**$26**	**$56**	**$42**	**$2**	**$0**	**$0**	**-100.00%**	**-100.00%**	**0.00%**
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	$5	$4	$8	$2	$0	$0	n/a	-100.00%	0.00%
			RED - TOTAL	**$5**	**$4**	**$8**	**$2**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
		WHITE	IMPORT BOTTLED	$4	$1	$0	$0	$0	$0	n/a	n/a	0.00%
			WHITE - TOTAL	**$4**	**$1**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
		TOTAL		**$9**	**$4**	**$8**	**$2**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
	SLOVENIA	WHITE	IMPORT BOTTLED	$0	$0	$0	$0	$8	$1	n/a	n/a	32.62%
			WHITE - TOTAL	**$0**	**$0**	**$0**	**$0**	**$8**	**$1**	**n/a**	**n/a**	**32.62%**
		TOTAL		**$0**	**$0**	**$0**	**$0**	**$8**	**$1**	**n/a**	**n/a**	**32.62%**
	SOUTH AFRICA	RED	CANADA BOTTLED	$22	$0	$0	$8	$8	$2	10.27%	-0.01%	0.00%
			IMPORT BOTTLED	$6,554	$7,817	$8,549	$9,254	$9,838	$2,244	14.44%	6.32%	8.04%
			RED - TOTAL	**$6,576**	**$7,817**	**$8,549**	**$9,262**	**$9,846**	**$2,246**	**14.44%**	**6.31%**	**8.03%**
		ROSE	IMPORT BOTTLED	$77	$59	$60	$19	$28	$2	-41.90%	48.42%	3.68%
			ROSE - TOTAL	**$77**	**$59**	**$60**	**$19**	**$28**	**$2**	**-41.90%**	**48.42%**	**3.68%**
		WHITE	CANADA BOTTLED	$1	$0	$0	$6	$6	$0	-88.87%	15.14%	0.00%
			IMPORT BOTTLED	$3,302	$3,980	$4,332	$4,533	$4,603	$886	-2.35%	1.55%	13.62%
			WHITE - TOTAL	**$3,302**	**$3,980**	**$4,332**	**$4,538**	**$4,609**	**$886**	**-2.49%**	**1.57%**	**13.60%**
		TOTAL		**$9,955**	**$11,856**	**$12,940**	**$13,819**	**$14,483**	**$3,133**	**9.03%**	**4.81%**	**9.80%**
	SPAIN	RED	IMPORT BOTTLED	$5,798	$7,298	$8,826	$11,547	$11,953	$2,701	-11.82%	3.52%	10.66%
			RED - TOTAL	**$5,798**	**$7,298**	**$8,826**	**$11,547**	**$11,953**	**$2,701**	**-11.82%**	**3.52%**	**10.66%**
		ROSE	IMPORT BOTTLED	$72	$79	$108	$131	$224	$45	100.59%	71.22%	7.75%
			ROSE - TOTAL	**$72**	**$79**	**$108**	**$131**	**$224**	**$45**	**100.59%**	**71.22%**	**7.75%**
		WHITE	IMPORT BOTTLED	$348	$402	$464	$613	$687	$132	-23.89%	12.11%	20.15%
			WHITE - TOTAL	**$348**	**$402**	**$464**	**$613**	**$687**	**$132**	**-23.89%**	**12.11%**	**20.15%**
		TOTAL		**$6,218**	**$7,779**	**$9,398**	**$12,290**	**$12,864**	**$2,878**	**-11.69%**	**4.67%**	**11.12%**
	SWITZERLAND	RED	IMPORT BOTTLED	$0	$0	$0	$1	$2	$0	-100.00%	110.03%	0.00%
			RED - TOTAL	**$0**	**$0**	**$0**	**$1**	**$2**	**$0**	**-100.00%**	**110.03%**	**0.00%**
		WHITE	IMPORT BOTTLED	$0	$0	$0	$1	$1	$0	-100.00%	23.77%	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	SWITZERLAND	WHITE	**WHITE - TOTAL**	**$0**	**$0**	**$0**	**$1**	**$1**	**$0**	**-100.00%**	**23.77%**	**0.00%**
		TOTAL		**$0**	**$0**	**$0**	**$2**	**$3**	**$0**	**-100.00%**	**62.34%**	**0.00%**
	UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	$0	$0	$0	$0	$0	$0	n/a	n/a	0.00%
			ICE WINE WHITE - TOTAL	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**n/a**	**n/a**	**0.00%**
		RED	CANADA BOTTLED	$2,732	$2,959	$3,095	$3,479	$3,624	$887	2.38%	4.15%	5.93%
			IMPORT BOTTLED	$28,232	$32,953	$38,689	$46,496	$51,005	$10,903	-5.57%	9.70%	25.44%
			RED - TOTAL	**$30,965**	**$35,913**	**$41,784**	**$49,975**	**$54,628**	**$11,790**	**-5.02%**	**9.31%**	**24.14%**
		ROSE	CANADA BOTTLED	$146	$127	$104	$93	$86	$19	7.36%	-7.66%	3.66%
			IMPORT BOTTLED	$4,499	$4,504	$4,504	$4,640	$4,596	$921	-10.42%	-0.96%	9.63%
			ROSE - TOTAL	**$4,645**	**$4,631**	**$4,608**	**$4,733**	**$4,681**	**$940**	**-10.11%**	**-1.10%**	**9.52%**
		WHITE	CANADA BOTTLED	$2,547	$2,342	$2,067	$1,976	$1,962	$444	3.23%	-0.71%	4.09%
			IMPORT BOTTLED	$14,451	$15,164	$17,358	$19,966	$22,047	$4,304	-0.06%	10.42%	19.35%
			WHITE - TOTAL	**$16,998**	**$17,507**	**$19,424**	**$21,943**	**$24,009**	**$4,748**	**0.24%**	**9.42%**	**18.11%**
		TOTAL		**$52,608**	**$58,051**	**$65,816**	**$76,652**	**$83,319**	**$17,478**	**-3.94%**	**8.70%**	**21.58%**
	URUGUAY	RED	IMPORT BOTTLED	$0	$1	$3	$22	$19	$4	-38.96%	-12.11%	10.16%
			RED - TOTAL	**$0**	**$1**	**$3**	**$22**	**$19**	**$4**	**-38.96%**	**-12.11%**	**10.16%**
		TOTAL		**$0**	**$1**	**$3**	**$22**	**$19**	**$4**	**-38.96%**	**-12.11%**	**10.16%**
IMPORT TABLE WINE - SUMMARY			CANADA BOTTLED	$14,584	$14,130	$13,366	$12,692	$12,107	$2,743	0.15%	-4.61%	10.09%
			IMPORT BOTTLED	$274,282	$304,760	$349,694	$401,006	$421,212	$87,932	-6.85%	5.04%	16.87%
IMPORT TABLE WINE - TOTAL				**$288,866**	**$318,890**	**$363,060**	**$413,699**	**$433,319**	**$90,675**	**-6.66%**	**4.74%**	**16.68%**
SPARKLING WINE	ARGENTINA	WHITE		$0	$0	$3	$16	$29	$4	1.90%	76.03%	6.09%
		TOTAL		**$0**	**$0**	**$3**	**$16**	**$29**	**$4**	**1.90%**	**76.03%**	**6.09%**
	AUSTRALIA	RED		$263	$339	$307	$341	$298	$50	-40.79%	-12.57%	1.64%
		ROSE		$0	$1	$182	$489	$744	$139	5.97%	52.00%	7.45%
		WHITE		$1,019	$1,099	$1,197	$1,828	$2,020	$349	-18.19%	10.49%	6.10%
		TOTAL		**$1,282**	**$1,439**	**$1,686**	**$2,659**	**$3,062**	**$538**	**-16.21%**	**15.17%**	**6.00%**
	CHILE	RED		$0	$0	$0	$0	$0	$0	n/a	-100.00%	0.00%
		ROSE		$2	$2	$0	$62	$251	$69	291.58%	305.42%	3.81%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	CHILE	WHITE	$7	$17	$33	$18	$14	$2	-7.74%	-24.32%	10.45%
		TOTAL	**$9**	**$18**	**$33**	**$80**	**$265**	**$71**	**255.85%**	**229.69%**	**4.16%**
	CZECH REPUBLIC	WHITE	$0	$12	$6	$5	$24	$3	77.19%	351.66%	0.00%
		TOTAL	**$0**	**$12**	**$6**	**$5**	**$24**	**$3**	**77.19%**	**351.66%**	**0.00%**
	FRANCE	ROSE	$488	$591	$714	$995	$1,169	$218	-17.09%	17.48%	25.44%
		WHITE	$8,254	$9,224	$9,970	$11,460	$10,531	$1,467	-32.38%	-8.11%	29.56%
		WHITE TABLE WINE	$0	$0	$16	$79	$140	$22	26.32%	75.98%	19.82%
		TOTAL	**$8,741**	**$9,815**	**$10,699**	**$12,534**	**$11,839**	**$1,706**	**-30.33%**	**-5.55%**	**29.04%**
	GERMANY	ROSE	$0	$0	$0	$0	$0	$0	-100.00%	-100.00%	0.00%
		WHITE	$2,004	$2,095	$2,288	$2,478	$2,537	$420	-23.77%	2.36%	10.73%
		TOTAL	**$2,004**	**$2,096**	**$2,288**	**$2,478**	**$2,537**	**$420**	**-23.83%**	**2.34%**	**10.73%**
	HUNGARY	WHITE	$158	$201	$201	$218	$265	$45	-14.68%	21.17%	2.50%
		TOTAL	**$158**	**$201**	**$201**	**$218**	**$265**	**$45**	**-14.68%**	**21.17%**	**2.50%**
	INDIA	WHITE	$0	$3	$1	$0	$0	$0	n/a	-100.00%	0.00%
		TOTAL	**$0**	**$3**	**$1**	**$0**	**$0**	**$0**	**n/a**	**-100.00%**	**0.00%**
	ISRAEL	WHITE	$0	$0	$0	$0	$4	$0	n/a	n/a	0.00%
		TOTAL	**$0**	**$0**	**$0**	**$0**	**$4**	**$0**	**n/a**	**n/a**	**0.00%**
	ITALY	RED	$4	$0	$0	$0	$0	$0	n/a	n/a	0.00%
		ROSE	$2	$19	$25	$55	$141	$23	37.12%	158.47%	13.43%
		WHITE	$1,235	$1,385	$1,700	$2,138	$2,520	$460	-7.39%	17.89%	16.58%
		TOTAL	**$1,241**	**$1,404**	**$1,726**	**$2,192**	**$2,661**	**$483**	**-5.94%**	**21.39%**	**16.41%**
	NEW ZEALAND	ROSE	$0	$0	$0	$0	$4	$0	n/a	n/a	0.00%
		WHITE	$10	$12	$42	$77	$107	$15	-33.81%	38.22%	27.35%
		TOTAL	**$10**	**$12**	**$42**	**$77**	**$110**	**$15**	**-33.81%**	**38.22%**	**27.35%**
	PORTUGAL	ROSE	$0	$0	$0	$0	$9	$4	n/a	n/a	27.38%
		WHITE	$0	$0	$1	$0	$5	$0	n/a	1,404.94%	11.47%
		TOTAL	**$0**	**$0**	**$1**	**$0**	**$14**	**$4**	**n/a**	**1,404.94%**	**21.23%**
	SOUTH AFRICA	ROSE	$0	$0	$0	$0	$3	$3	n/a	n/a	4.46%
		WHITE	$29	$34	$45	$45	$44	$7	-21.43%	-1.81%	6.10%

IMPORT WINE MARKET
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			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	SOUTH AFRICA	**TOTAL**	**$29**	**$34**	**$45**	**$45**	**$47**	**$10**	**-21.43%**	**-1.81%**	**6.00%**
	SPAIN	ROSE	$224	$212	$281	$306	$305	$43	-35.15%	-0.34%	7.40%
		WHITE	$3,970	$3,937	$4,228	$4,700	$4,568	$663	-34.81%	-2.81%	15.50%
		TOTAL	**$4,194**	**$4,149**	**$4,509**	**$5,006**	**$4,873**	**$706**	**-34.83%**	**-2.66%**	**15.00%**
	UNITED STATES OF AMERICA	ROSE	$34	$38	$13	$24	$45	$22	322.37%	84.64%	5.88%
		WHITE	$1,675	$1,855	$2,028	$2,100	$1,867	$281	-40.27%	-11.09%	16.39%
		TOTAL	**$1,709**	**$1,893**	**$2,041**	**$2,124**	**$1,911**	**$302**	**-36.37%**	**-10.00%**	**16.15%**
IMPORT SPARKLING WINE - TOTAL			**$19,378**	**$21,076**	**$23,280**	**$27,436**	**$27,640**	**$4,310**	**-26.04%**	**0.74%**	**19.62%**
WINE - GIFT PACKS		AUSTRALIA	$434	$447	$362	$508	$127	$5	33.79%	-74.91%	0.27%
		CHILE	$52	$3	$0	$0	$0	$0	n/a	n/a	0.00%
		FRANCE	$47	$20	$161	$97	$64	$5	-79.89%	-33.95%	4.23%
		ITALY	$0	$54	$83	$45	$84	$12	182.49%	87.41%	0.18%
		PORTUGAL	$0	$0	$0	$0	$4	$1	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	$350	$488	$44	$10	$0	$0	-100.00%	-99.02%	0.00%
IMPORT WINE - GIFT PACKS - TOTAL			**$883**	**$1,012**	**$649**	**$659**	**$279**	**$23**	**-27.28%**	**-57.62%**	**1.14%**
IMPORT WINE - TOTAL			**$323,999**	**$356,403**	**$403,216**	**$458,685**	**$478,056**	**$98,659**	**-7.73%**	**4.22%**	**17.10%**

GLOSSARY AND EXPLANATORY NOTES

"CANADA BOTTLED"	This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada.
"IMPORT BOTTLED"	This is used in the imported wine market section to indicate imported wine bottled outside of Canada.
Domestic Beer	a) Breweries with annual production of over 100,000 HL are commercial breweries b) Breweries with annual production of up to 100,000 HL include regional breweries, small breweries and brew pubs
Negative Sales	Occasionally, negative sales are reported. This is usually due to adjustments or product returns.
Periods	Refers to the LDB's financial periods which correspond approximately to calendar months.
Retail Dollar Sales	Value of sales before any applicable discounts are applied and without GST or PST.
Vintners Quality Alliance (VQA)	This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts.

Contact Information

For more information about the Quarterly Market Review, please contact the LDB's Information and Privacy Department:

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